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Visitor Survey Report Akaroa French Fest 2019

Imke Range

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Executive Summary

This report presents the findings from a 2019 survey of visitors attending the FrenchFest in Akaroa. The festival celebrates the arrival of the first French and German settlers in 1840, and their interactions and relationships with local Maori, thereby establishing Canterbury's first European township (New Zealand Government, n.d.).

The survey analysis found that 82.9% of visitors have enjoyed the festival, in particular its overall atmosphere, the parade and the performance of the landing. The majority of survey participants thus would like to return in future years and recommend the festival to friends and family. Based on these key measures, the festival was successful, however areas with some room for improvement have also been identified.

Respondents, typically couples without dependable children, came primarily from Christchurch and the wider Canterbury region by car. The typical visitor stayed in a holiday home for two nights, however, Akaroa was also a very popular day trip destination during the festival.

Respondents usually had planned their trip at least a month prior to the event, and the festival was often the main or sole reasons for being in Akaroa. Awareness raised through Facebook was common though personal recommendations and posters also proved to be important marketing channels.

Respondents were most likely to attend the market on Saturday for an average of 4.7 hours. However, this finding is likely partly due to survey recruitment taking place mostly during the Saturday market. The Sunday program was less engaging than expected for many visitors and few respondents reported attending the circus event. Overall though, visitors were particularly pleased with the quality, atmosphere and offered attractions.

They were also happy with the organization and delivery of the event. Respondents were further pleased with the toilet facilities and overall cleanliness, staff service, food quality as well as the directional signage around the event. The safety, crowd management as well as the layout of the site were additional areas of satisfaction.

A similar situation presents itself around the satisfaction of value for money. Visitors commonly reported spending between NZ\$20 - NZ\$99 during their trip and perceived the prices for food and drink overall as good.

Although most visitors perceived the provision of shade, shelter, seating, lengths of queues as well as parking at the event as good, the rate of very satisfied visitors could be further improved in these areas.

Food was seen as a particularly important aspect of the festival. The most complex results are thus found around the range of market stalls which many were pleased with; however, the rate of very high satisfaction could be increased. This also applies to the satisfaction with the variety of food and drink and range of local foods. The strongest theme among respondents was the wish to see an even greater emphasis on 'Frenchness' in particular via the foods and drinks on offer as well as through activities.

In summary, close to 90% of visitors were satisfied with the festival and several areas for further improvement have been identified. The most prominent of which relate to increasing the program activities and 'Frenchness' of the festival.

Chapter 1

Introduction and context

This report provides findings and recommendations to the organizers of the FrenchFest, – a biennial event taking place in October in the picturesque town of Akaroa. The festival commemorates the 1840 landing of French and German settlers on the Banks Peninsula of New Zealand's South Island to join the local iwi. Their arrival and the relationships they formed with local Māori saw the establishment of Canterbury's first European township (New Zealand Government, n.d.).

Findings are presented in several thematically arranged sections, each concluding with a summary of most relevant findings. A chapter of recommendations is presented next, followed by concluding remarks. The report is further supplemented by appendices.

1.1 Research objective

To assess attendee's satisfaction with the event and to generate recommendations for potential improvement of the FrenchFest.

1.2 Research methods

A team of researchers from Lincoln University were recruited by the organisers of the FrenchFest to conduct a survey of attendees over the festival in October 2019. Survey questions mainly related to the participant's experience of various elements of the festival. The researchers collected approximately 300 email addresses via convenience sampling and sent a link to the online survey on the day after the festival. The survey link was also posted on the festival's social media pages. The survey was available in English as well as in Mandarin and simplified Chinese. A total of 273 links were sent by email, and a total of 183 surveys were completed.

1.2.1 Data analysis

The quantitative data in this survey was analysed using the SPSS software tool, while open-ended qualitative responses were analysed thematically.

1.2.2 Limitations

A limitation of this research is the relatively small sample size. Results can thus only be an indication of trends and are not necessarily representative of all attendees. To allow a more nuanced analysis the exact response count as well as the total response rate to each question is presented in the findings.

A further limitation is the potential for sample bias as those who agreed to participate are not necessarily representative. It is likely, for example, that international visitors that did not speak English (or Chinese) were less likely to participate in the survey. Furthermore, most respondents were recruited during the Saturday market, one of the most popular events of the festival, representing another potential source of bias.

Chapter 2

Findings

This chapter presents the findings resulting from the survey data analysis. The findings are organised in several sections including 'Visitor profile', 'Marketing efforts', 'Visitor retention' and 'Visitor satisfaction'. Each section concludes with a summary of key findings.

2.1 Visitor profile

At the start of the survey several questions were asked to establish a visitor profile; these are presented in the following sections.

2.1.1 Demographic characteristics of the sample

The majority of respondents were female with 65.03% (Figure 1). However, the age groups were relatively evenly distributed. The mean age was 46 and 26-35-year olds represented almost a quarter of respondents (Figure 2).

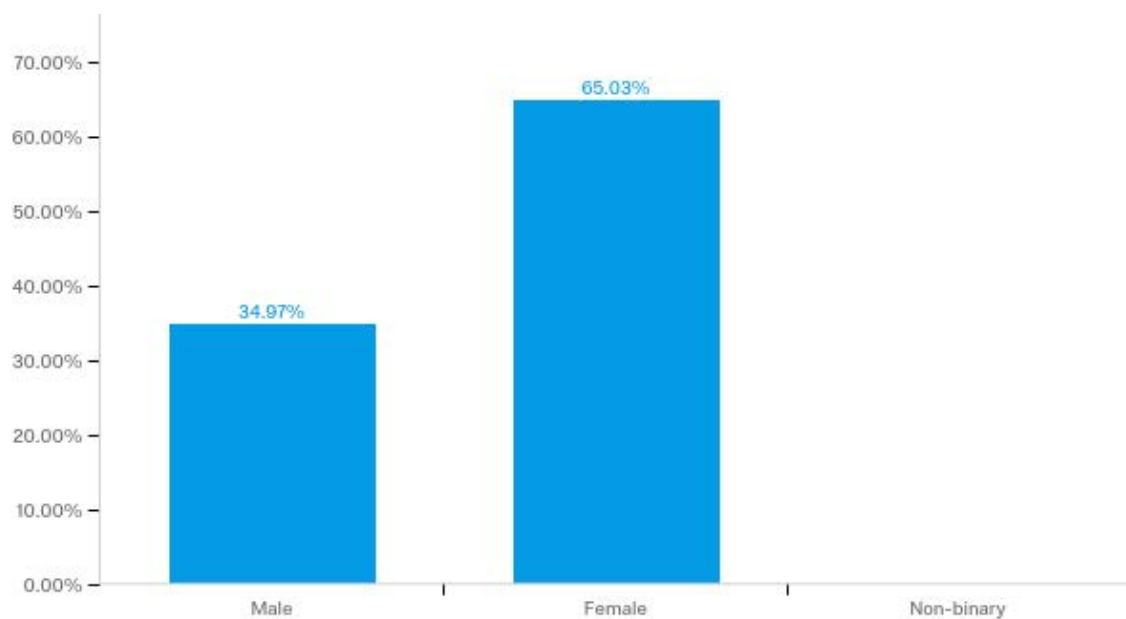


Figure 1 - What is your gender?

Of those that answered the question, 23.31% (38/163 respondents) are between 26-35 years of age Figure 2). 19.63% (32/163) were between 46-55 years old, 19.02% (31/163) between 36-45, 17.18% (28/163) between 56 – 65 years old, 14.11% (23/163) 66 years or older and 6.75% (11/163) between 18 - 25 years old.

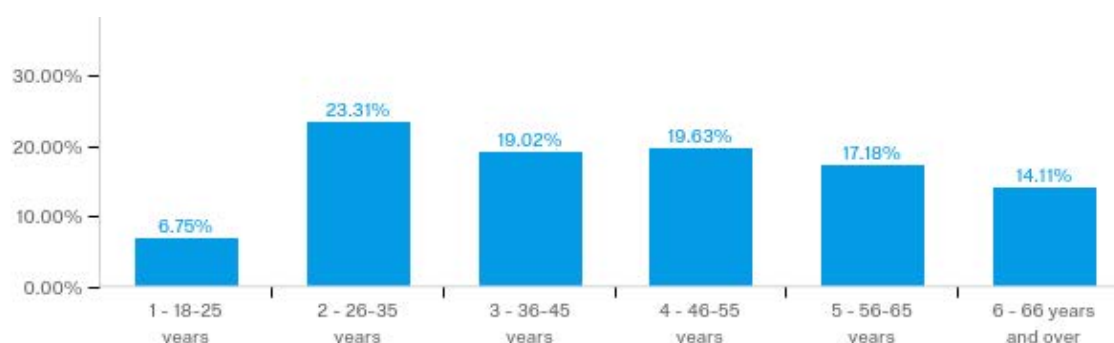


Figure 2 - Which age group do you belong to?

2.1.2 Frequency of visits

Figure 3 shows that the majority of respondents (70.62%, 125/177) were repeat visitors to Akaroa, while first time visitors constituted 15.82% (28/177). The final 13.45% of respondents (24/177) lived in Akaroa; thus, the majority of survey respondents are visitors to the town. The majority of respondents (66.48 %, 119/179 respondents) were attending the FrenchFest for the first time (see Appendix I), with only 33.52% (60 /179) having attended the festival before. **This indicates that the rate of repeat visitors could be increased.** Most respondents who were repeat visitors to the festival had attended FrenchFest from 2-4 times (Appendix II). Further analysis shows that the average repeat attendance has been 3.38 times, indicating that **visitors likely return multiple times once they have been to a FrenchFest in previous years** (Appendix III).

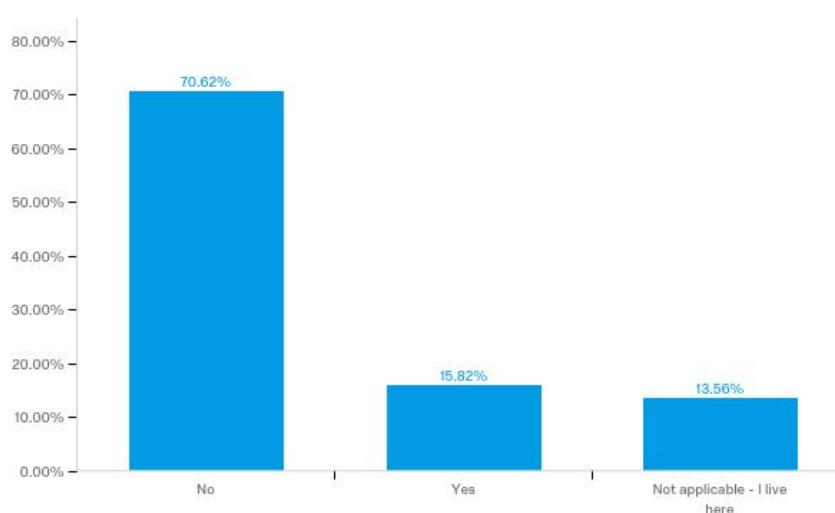


Figure 3 - Is this the first time you have visited Akaroa?

2.1.3 Visitor origin

Figure 4 illustrates that the majority of respondents who were visiting Akaroa (57.89%, 88/152) live in Christchurch, followed by 13.16% (20 /152) living in wider Canterbury,

indicating that **the FrenchFest has a predominantly regional pull**. A further 9.21% (14/152) are visitors from various overseas destinations (further details in Appendix IV), 7.24% (11/152) live in the North Island, while 5.26% (8/152) are from South Island regions outside of Canterbury. A relatively small proportion (5.26% or 8/152) of respondents came other parts of Banks Peninsula. Three respondents who were Akaroa residents (1.97%) mistakenly answered this question.

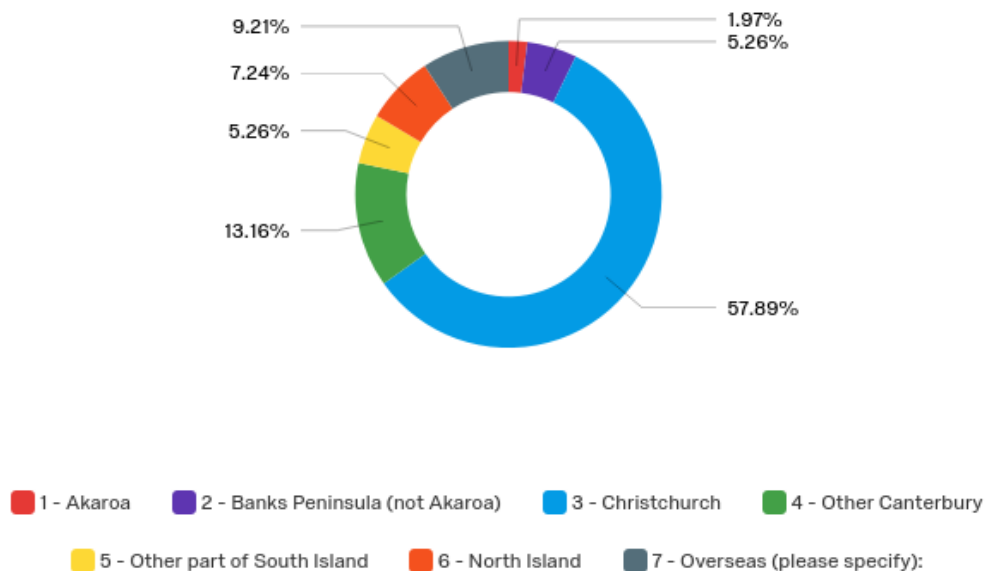


Figure 4 - Where do you usually live?

2.1.4 Duration and type of stay

The majority of respondents who stayed overnight were staying two nights (52.63%, 40/76); 25% (19/76) stayed one night, 15.79% (12/76) stayed three nights and only 6.58% (5/76 respondents) were staying four nights or longer, indicating that FrenchFest attracts tourists predominantly for a weekend break (Figure 5).

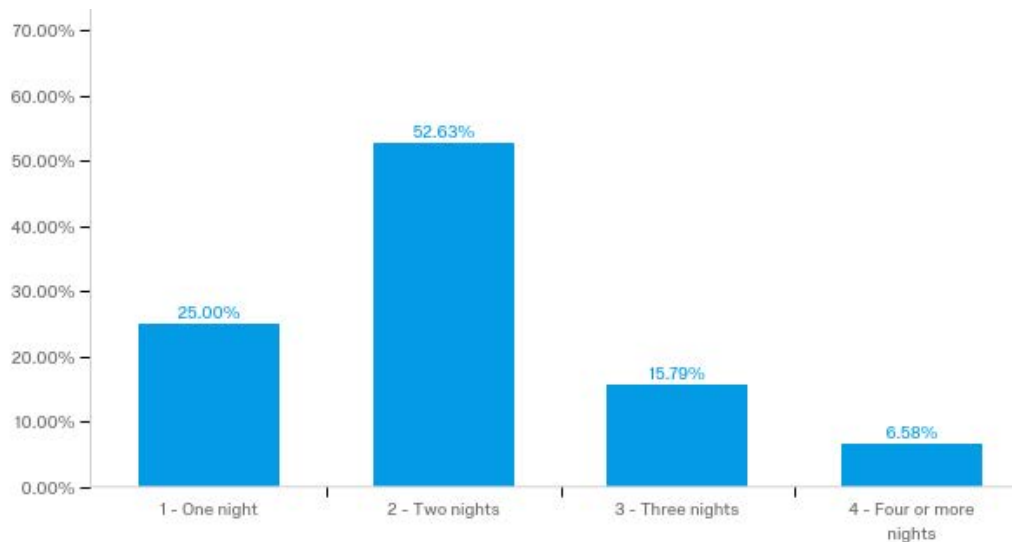


Figure 5 - How many nights are you staying?

Most overnight guests stayed in rented holiday homes (31.58%, 24/76; see Figure 6), however, there is not just a singular preference as staying in one's own holiday home (14.47%, 11/76), with friends and family (17.11%, 13/76) or in a hotel (18.42%, 14/76) are also common options. Fewer respondents reported staying at a Bed & Breakfast (6.58%, 5/76), to be freedom camping in a tent or a campervan (5.26%, 4/76) or at a Motor camp (3.95%, 3/76). Only one respondent reported staying at a backpackers hostel.

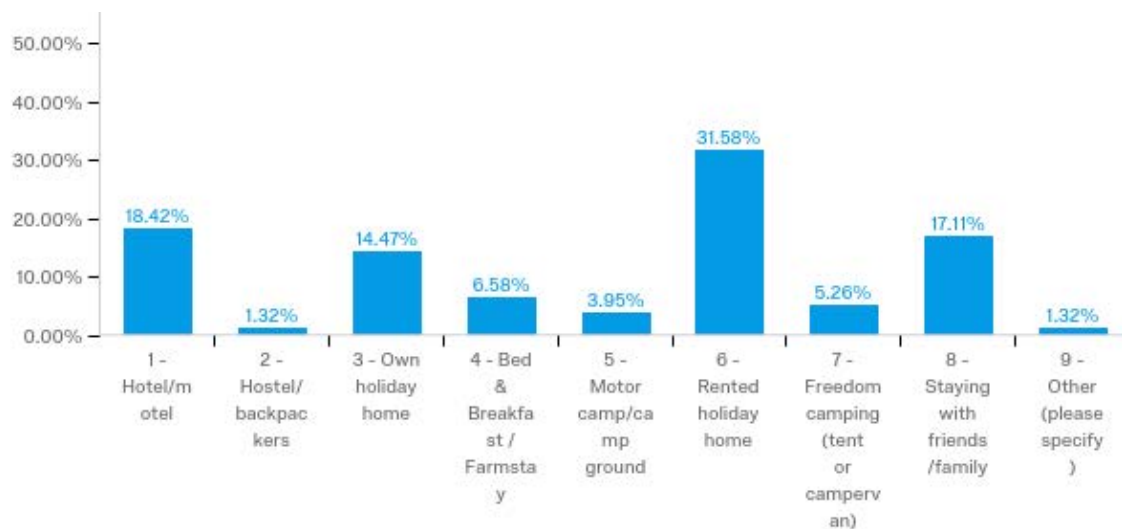


Figure 6 - Where are you staying?

2.1.5 Travel party

Figure 7 shows that most participants visit the festival together with their partner/spouse (28.57%, 50 /175) or with their family (23.43%, 41/175). Similarly, 22.29% (39/175) visited with friends or family and friends (12%, 21/175). Only 9.71% (17 /175) stated that they were visiting on their own and 3.43% (6/175) indicated another travel party. Respondents were least likely to visit as part of a tour group, with only one respondent giving this answer. **This shows that attending with a spouse, family and or friends are the most popular travel party to FrenchFest.** The majority of participants attended the festival without dependant

children (73%, 125/175), while 27% (48/175 respondents) attended with children under the age of 16. **This indicates that FrenchFest has broader appeal to visitors without young children.**

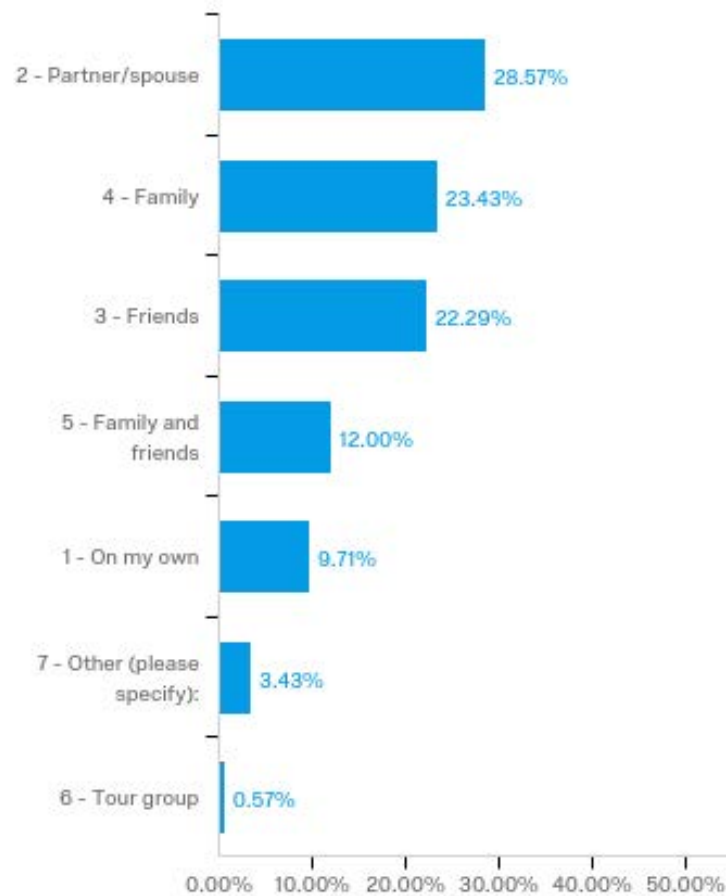


Figure 7 - Who is attending FrenchFest with you?

2.1.6 Means of transport

The vast majority of visitors (86.18%, 132/152) used a private car to come to Akaroa (see Figure 8). Only 5.26% (8/152) of respondents travelled by campervan or rental car (4.61%, 7/152). Even fewer respondents were travelled by shuttle bus (1.97%). None of the respondents travelled by tour bus or bicycle. One respondent stated they had come by boat. **This indicates that people are reliant on private cars and the possibilities of alternative travel modes should be investigated.**

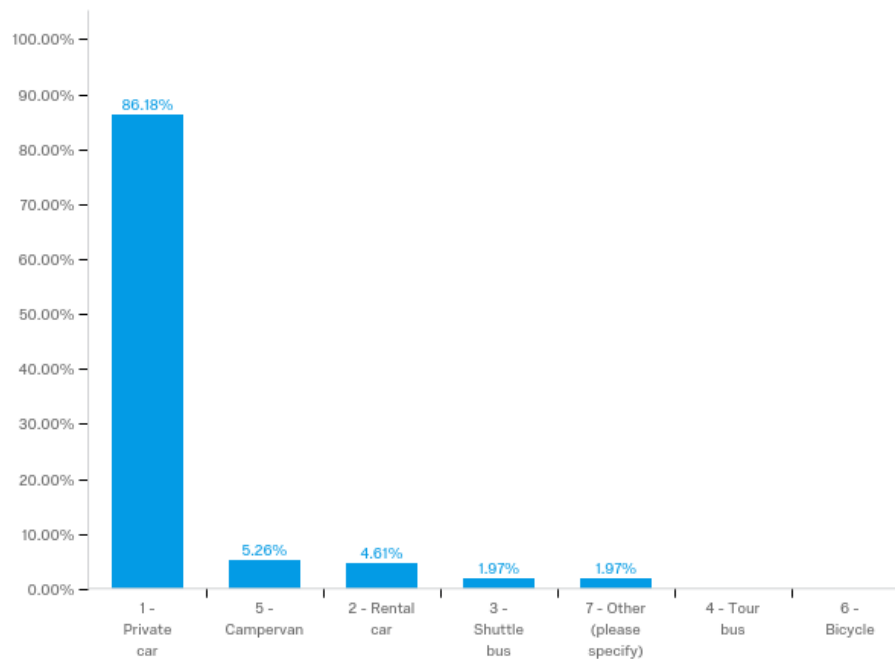


Figure 8 - What is the main form of transport you are using on this trip?

2.1.7 Visitor profile summary

Based on the previously presented findings, the following profile of a typical festival attendee emerges: He/she has visited Akaroa previously but is attending the FrenchFest for the first time and is likely to return for the next FrenchFest. If he/she has attended previously, they are likely to return again. The typical attendee usually lives in Christchurch or Canterbury and travels in their private car for either a day trip or a weekend getaway for two nights in a rented holiday home together with their partner (or friends) but without children.

2.2 Marketing efforts

The following section presents the findings derived from several survey questions that aimed to explore the marketing efforts of the festival organisers and decision-making processes of respondents. A summary at the end of this section shows the most popular of the applied marketing tools and strategies.

2.2.1 Marketing channels

Figure 9 displays a word cloud of the 10 words used most often by respondents when asked how they became aware of FrenchFest 2019. It shows that the largest group of respondents first became aware via Facebook, however recommendations by friends as well as posters in Akaroa and other towns also raised awareness significantly. This indicates that the **active Facebook advertisement has been highly effective in getting people's attention**. When participants were asked through which other ways they heard about FrenchFest it became evident that **the physical posters have been noted significantly by participants and that word of mouth through friends is of significance (Appendix V)**. In open-ended questions some participants mentioned that they would like to see more advertisement on Facebook, some would like to have the programme available at least a month before the festival.



Figure 9 - How did you first become aware of FrenchFest 2019?

2.2.2 Decision making

Figure 10 shows that for the majority of respondents FrenchFest was the main reason to visit Akaroa at this time (47.43%, 83/175 responses), while 25.71% (45/175) stated that FrenchFest was only one of the reasons to visit Akaroa. A further 12.57% (22/175) of respondents were not aware of the festival before they planned their visit and 14.29% (25/175) reported living in the town.

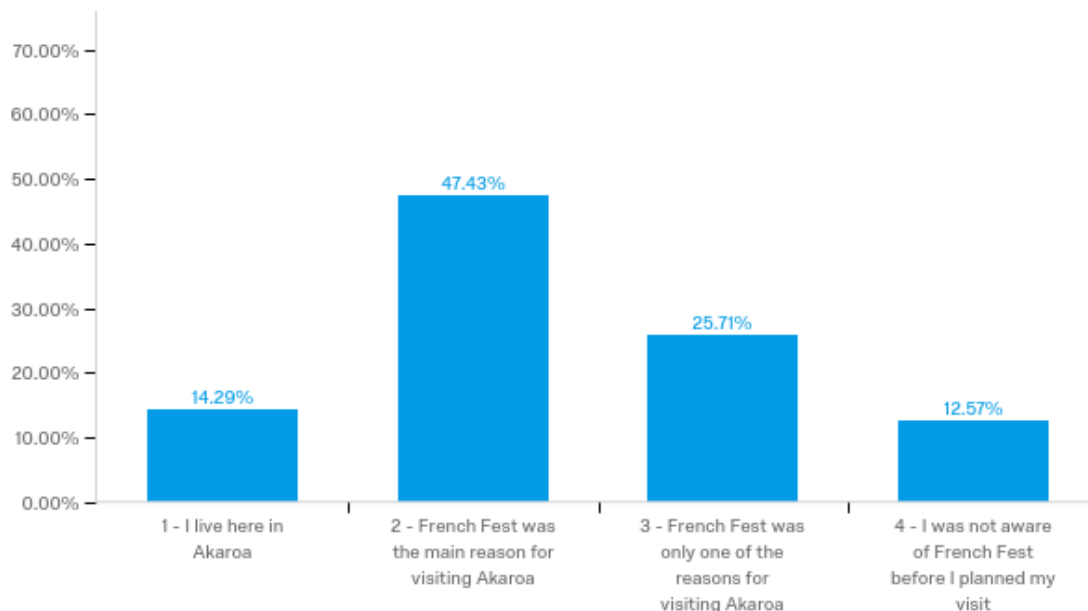


Figure 10 - Which of the following best describes your reason for visiting Akaroa at this time?

Figure 11 shows that a third **of participants decided to attend the festival more than a month before the event** (34.29%, 60/175 respondents), although a quarter made the decision in the week before the event (23.43%, 41/175), and 20% (35/175) decided to visit on the day. Similarly, 22.29% made their decision in the month before the event (39/175). This indicates that the majority of visitors take a long-term planning approach to their decision making, but there is still a spontaneous group of festival attendees., This finding can be seen as particularly relevant for the timing of future marketing efforts.

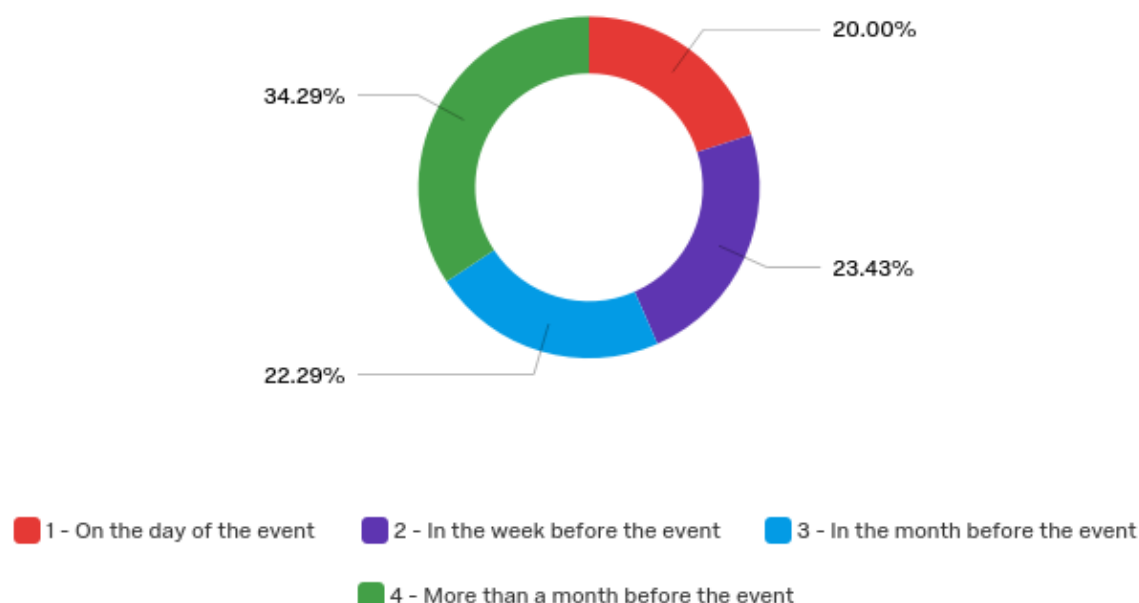


Figure 11 - When did you make the decision to attend FrenchFest?

2.2.3 Marketing summary

In summary one can say that the typical festival attendee decides to attend the festival a month prior to the event, however, may also make his/her decision at any point up to the day itself. Attending the festival was either their sole or one of the main reasons to visit Akaroa. He or she became aware of the festival via Facebook, but recommendations by friends and posters in Akaroa and other towns also raised awareness significantly, indicating the effectiveness of marketing through social media, word of mouth as well as physical advertisement across the region.

2.3 Visitor engagement in FrenchFest

2.3.1 The following section presents findings relating to how long visitors spent at the festival and what activities they engaged in. It must be kept in mind that these results represent an indication of intentions, since participant recruitment took place mainly on Saturday. Attendance

Figure 12 shows that Saturday was the most popular day among respondents with 45% of festival hours spent on that day. Attendance among participants on Friday and Sunday was similar with 28% and 27% of the hours respectively. Upon further analysis it was determined that a total of 791.5 hours were spent by 165 respondents on Saturday. This is an **average**

of 4.7 hours spent by respondents at events on Saturday. A total of 83.6 hours has been spent by 31 respondents on Sunday. This **averages 2.69 hours for Sunday attendance.** A further 136.9 hours have been spent by 49 respondents on Friday, which represents an average **one hour spent. This might indicate that there is room to extend the programme beyond the Market day. Sunday appears to be a good option for extension, given the number of respondents spending the weekend in Akaroa.**

It should be noted that these results include answers by stallholders, who are likely to spend more hours at the market minding their stalls than the average visitor..

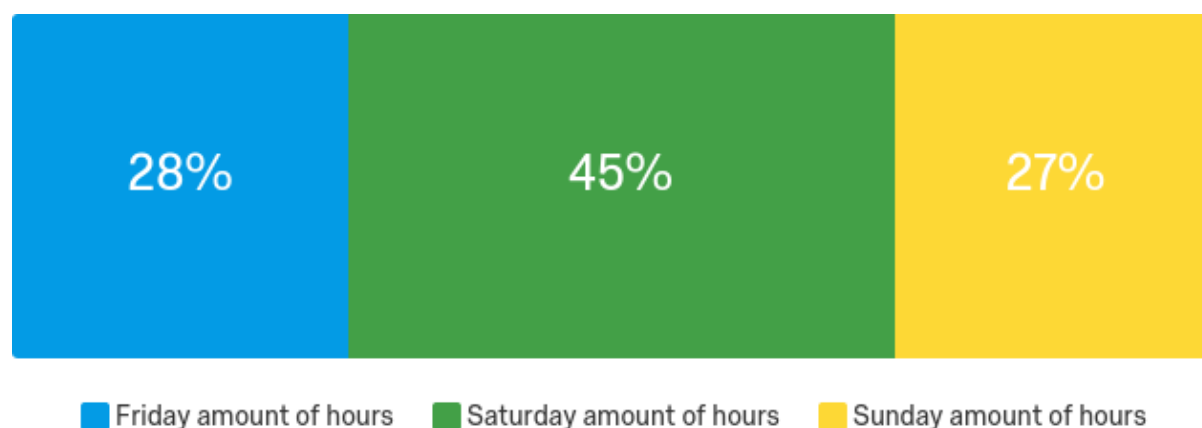


Figure 12 - How many hours did you spend at FrenchFest activities on each day of the festival?

In line with the previous finding, Figure 13 shows that the most attended event among participants was the Market Day (85.38%, 146/171 respondents). Overall Saturday appeared to be the busiest day for activities with 42.11% (72/171) attending the parade, 40.35% (69/171) attending the dramatization of the landing and 23.39% (40/171) attending the Cabaret on Saturday evening. The Friday Street Party was moderately popular with 26.90% (46/171) of participants attending. Less frequently attended were the Sunday circus events with 9.94% (17/171) respondents going to the show, and 9.36% (16/171) attending the workshop. The smallest group of participants took part in the geology tour during the Saturday market (3.51%, 6/171) though the tour actually had a large crowd of 40+ participants (observation by researchers).

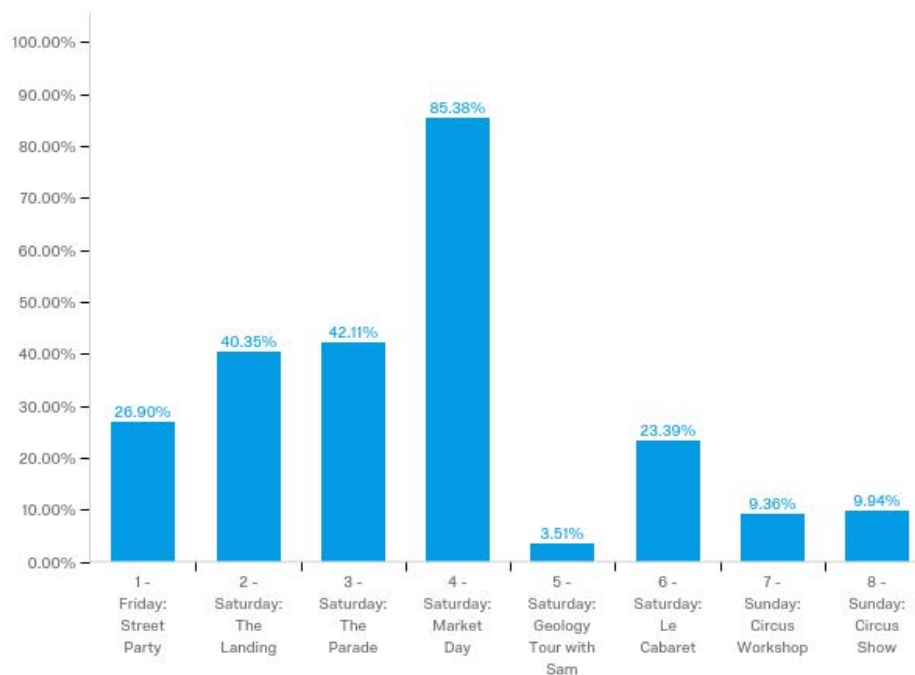


Figure 13 - Which events did you attend?

2.3.2 Overall festival experience

Figure 14 shows the 10 most common answers respondents gave when asked what they enjoyed most during FrenchFest. The word cloud shows that people predominantly enjoyed the overall atmosphere of the festival and the landing. The market with its food offerings was furthermore a big contributor to people's enjoyment of the festival.



Figure 14 - What have you enjoyed most about FrenchFest?

2.3.3 Likely return

Respondents were asked how likely they are to visit FrenchFest in the future (see Figure 15), with the majority of respondents likely (36%, 60/166) or very likely (34%, 56/166) to

return. A fifth (20%, 33/166) are somewhat likely to return, while only 6% (10/166) feel it is somewhat unlikely that they will return. A very small proportion stated it is unlikely (3%, 5/166) or not likely at all (1%, 2/166) to return. **This shows that the majority of visitors consider returning to the festival in a future year.**

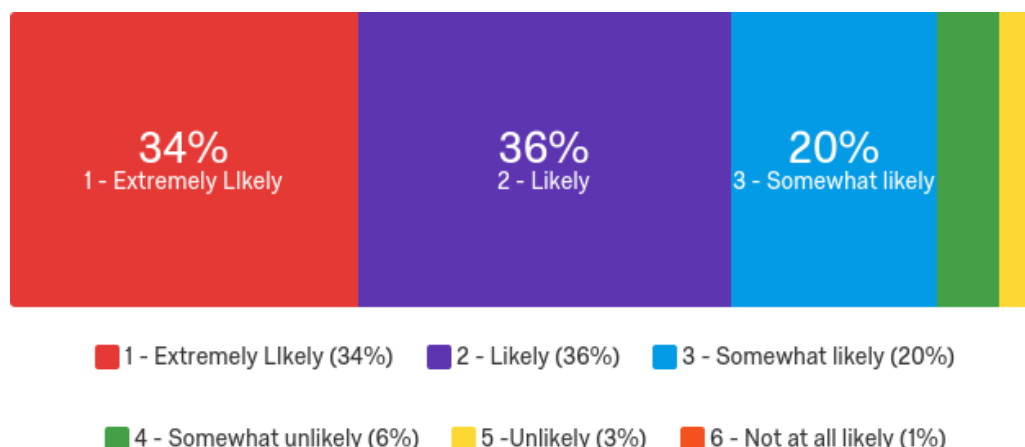


Figure 15 - How likely are you to visit FrenchFest in the future?

Figure 16 shows how likely participant are to recommend to friends and family a visit to FrenchFest. The graph shows that the majority of respondents are likely (45%, 74/166) or very likely (34%, 57/166) to recommend the festival to friends and family. A further 15% (25/166) are somewhat likely while a very small proportion reported that they are somewhat unlikely (3%, 5/166) or unlikely (3%, 5/166) to do this.

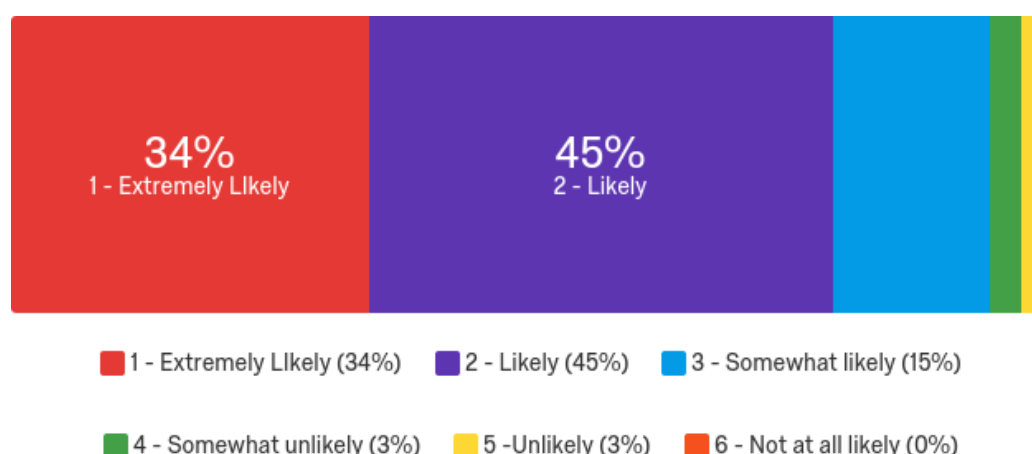


Figure 16 - How likely are you to recommend friends and family to visit FrenchFest

2.3.4 Visitor engagement summary

This section has shown that a typical visitor attends the festival on Saturday for an average of 4.7 hours. If they also attend Friday and Sunday activities, they tend to spend between 1 – 3 hours at festival events on those days. Visitors enjoy the overall atmosphere of the festival and in particular visiting the market where the food was seen as particularly important. Further highlights were the parade and the performance of the landing. There is room for improvement to the Sunday programme, with only a small number of respondents attending

the circus events. It was further found that the majority of visitors are likely to return to the festival in the future and would be recommending it to friends and family.

2.4 Visitor satisfaction

This section presents the findings on overall visitor satisfaction as well as respondents' satisfaction with particular aspects of FrenchFest 2019. The quantitative findings are primarily presented first, supplemented by qualitative findings.

2.4.1 Entertainment, atmosphere and content

Figure 17 shows that the majority of participants were either very satisfied (37.06%, 61/170) or satisfied (44.71%, 80/170) with the quality of entertainment at the festival. A further 13.53% (23/170) of respondents were neither satisfied nor dissatisfied, while 2.35% (4/170) reported being either dissatisfied or very dissatisfied with the quality of the entertainment.

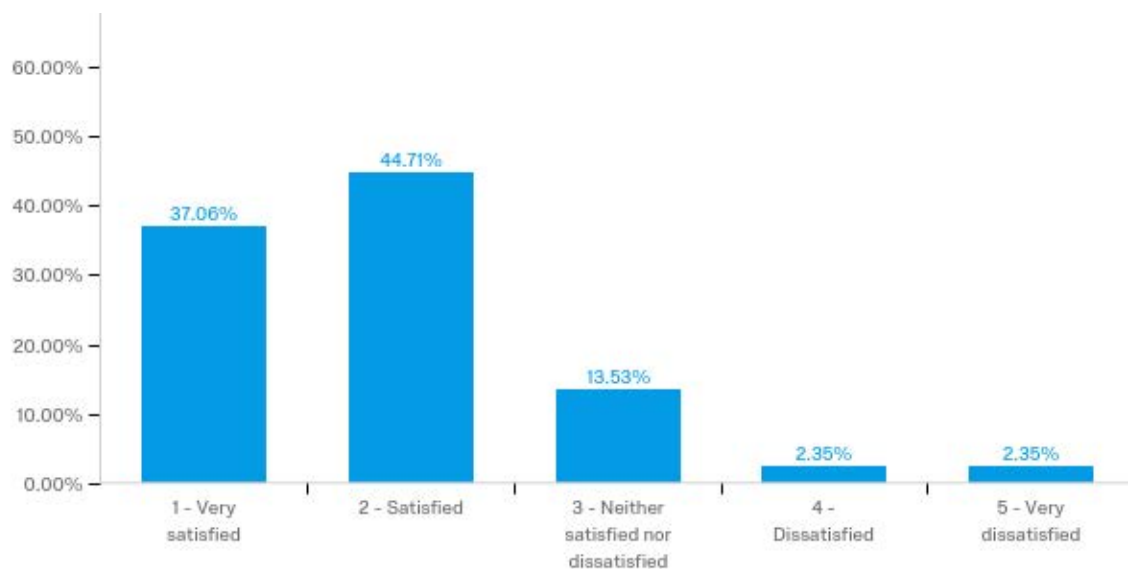


Figure 17 - How would you rate your satisfaction with FrenchFest?
- Quality of the entertainment

The majority of participants was either very satisfied (47.06%, 80/170) or satisfied (40%, 68/170) with the atmosphere at the event (Figure 18). A further 7.65% (13/170) of respondents were neither satisfied nor dissatisfied, 3.53% (6/170) was dissatisfied and three respondents (1.76%) were very dissatisfied with the atmosphere.

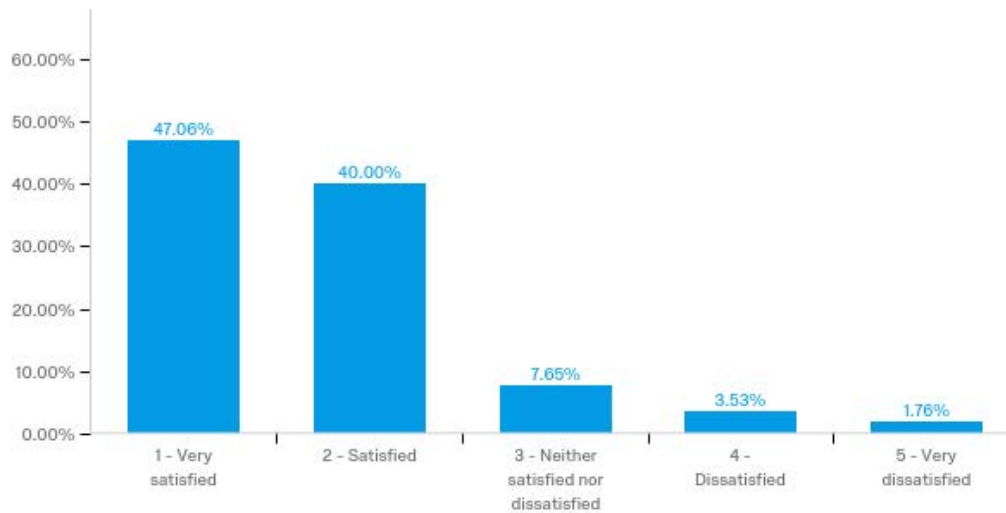


Figure 18 - How would you rate your satisfaction with FrenchFest?
- Atmosphere at the event

The majority of participants was either satisfied (45.88%, 78/170) or very satisfied (29.41%, 50/170) with the festival content (see Figure 19). For 19.41% (33/170) of respondents, the festival content was neither satisfying nor dissatisfying. Only 2.94% reported being dissatisfied (5/170) or very dissatisfied (2.35%, 4/170) with the festival content. These numbers indicate that overall the content is perceived as satisfying, however, there also appears to be room for improvement in this aspect.

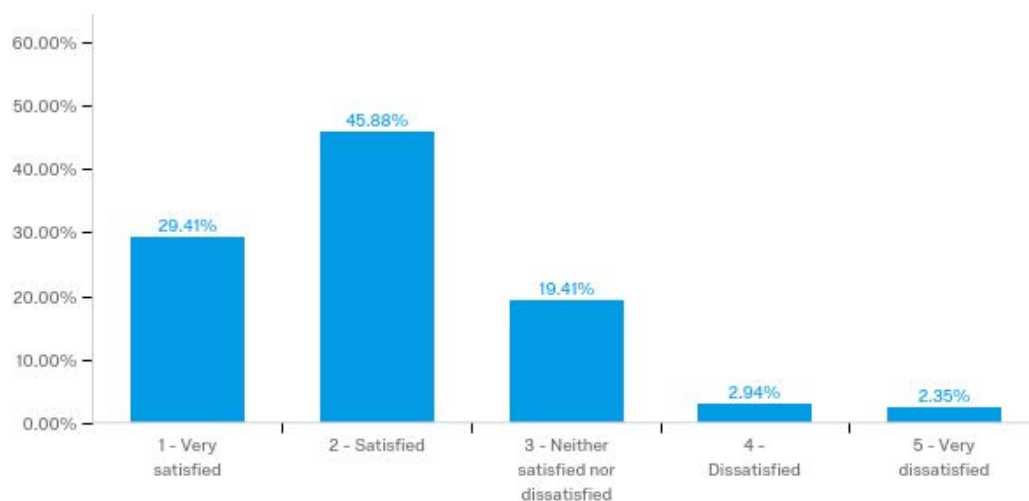


Figure 19 - How would you rate your satisfaction with FrenchFest?
- Festival content

2.4.2 Organization and delivery

Again, the majority of participants was either very satisfied (45.29%, 77/170) or satisfied (35.29%, 60/170) with the organisation and delivery of the event (see Figure 20), while 14.71% (25/170) had a neutral opinion, 2.94% (5/170) were dissatisfied and 1.76% (3/170) were very dissatisfied.

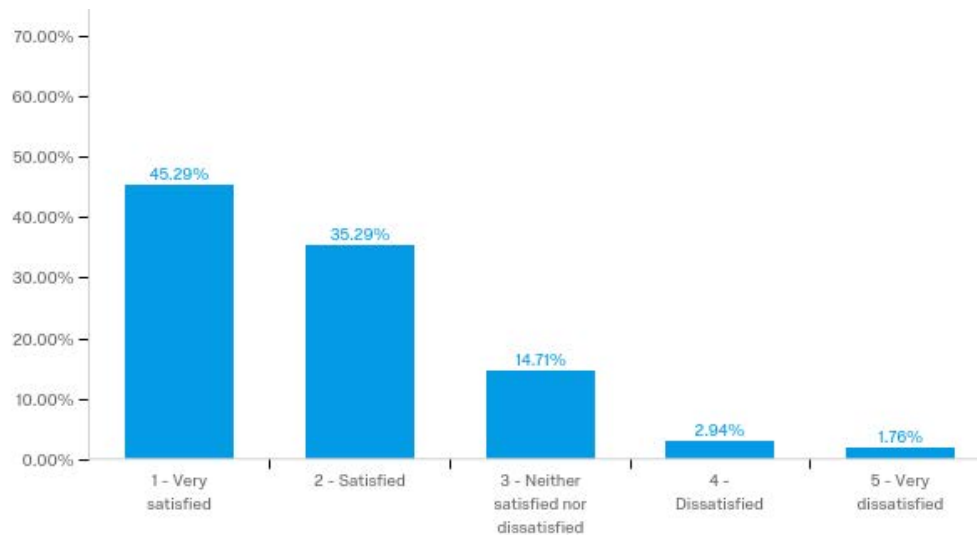


Figure 20 - How would you rate your satisfaction with FrenchFest?
Organization and Delivery of the event

A related question about festival organisation asked who respondents thought was behind the organisation of FrenchFest, being given a range of options to choose between (see Figure 21). Results show that the largest proportion of respondents (41%, 67/164) thought the festival was organised by a team of community volunteers, while a third (34%, 55/164) thought it was organised by a paid staff member supported by a team of community volunteers. A much smaller proportion of respondents thought it was organised by a professional team (6%, 10/164) or descendants of the early French settlers (4%, 6/164) while 16% (26/164) stated that they do not know who organised the event. **This shows that the majority of visitors is aware of the volunteer involvement in the organisation of the festival, however this could be communicated more strongly.**

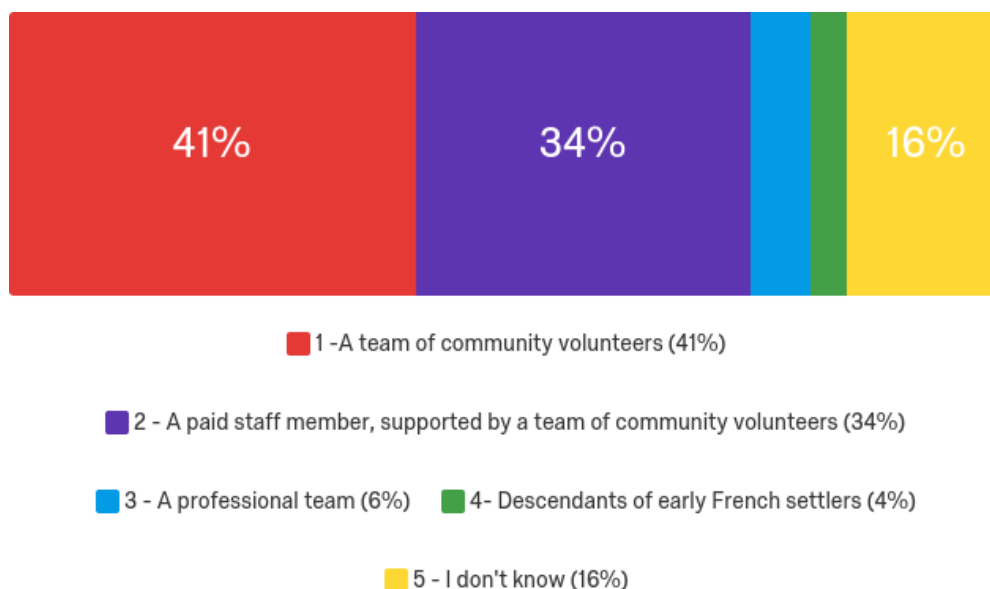


Figure 21 - Who do you think organises FrenchFest?

2.4.3 Value for money and visitor spending

Figure 22 shows that the majority of participants was either very satisfied (44.12%, 75/170) or satisfied (34.12%, 58/170) with value for money of the event. For 18.82% of respondents (32/170) the value for money of the festival was neither satisfying nor dissatisfying, while 2.35% (4/170) stated they were dissatisfied and one respondent very dissatisfied with this aspect. **These numbers indicate that most respondents view the value for money positively.**

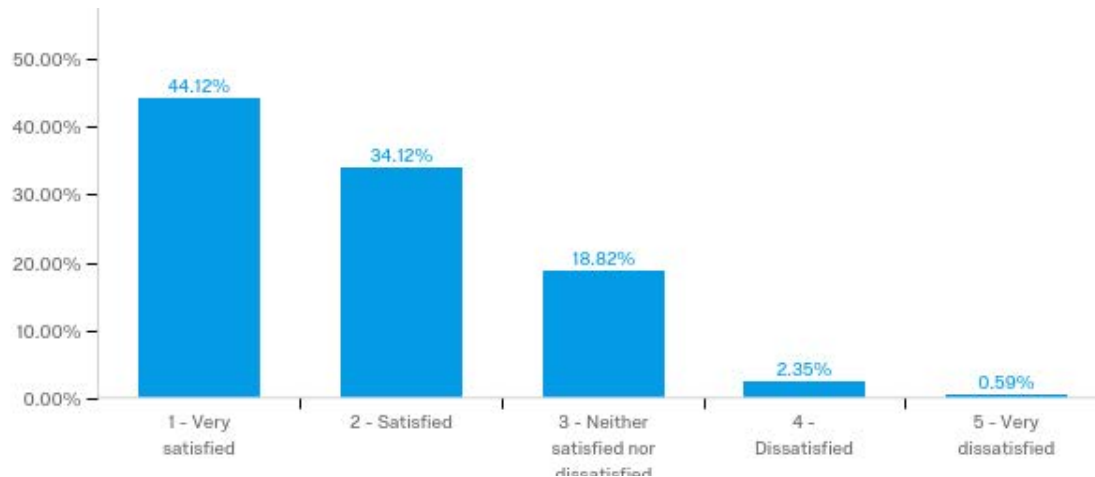


Figure 22 - How would you rate your satisfaction with FrenchFest? - Value for money

The majority of participants perceived the prices for food and drink at the festival as good (48.50%, 81/167) or very good (11.38%, 19/167; see Figure 23), however a third of respondents reported a neutral response to this statement (32.93%, 55/167) and a further 6.59 % (11/167) felt it was poor, with one respondent stated prices were very poor. This indicates that **nearly all visitors (92.8%) perceived the prices for food and drink as neutral an issue.**

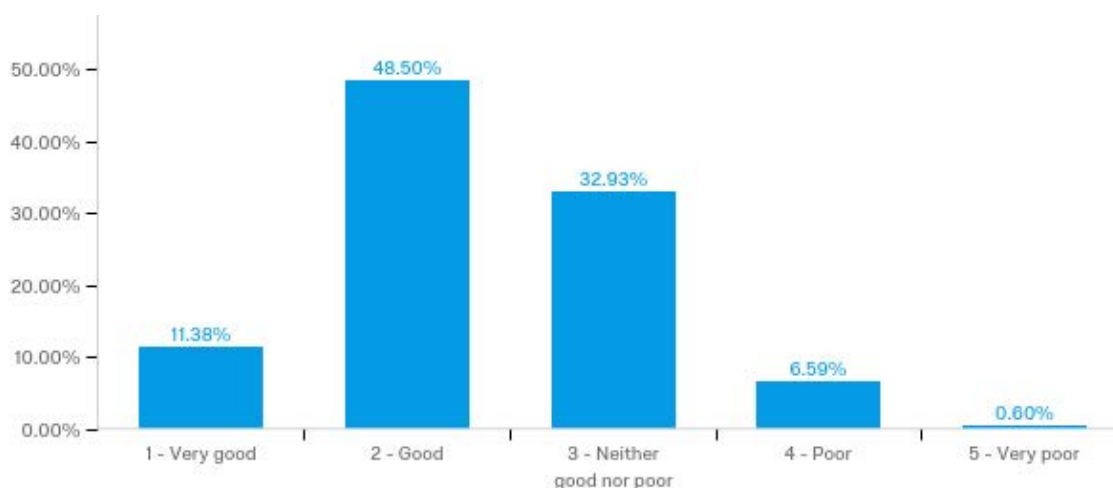


Figure 23 - How would rate the following elements of food and beverage provision?
- Prices for food and drink

Respondents were asked to estimate their spending for their trip to Akaroa per person. Figure 24 shows that the majority (53.62%) of participants spend between NZ\$20 and \$99 with 26.51% spending \$20-\$49 and 27.11% spending \$50- \$99 (44/166 and 45/166 respondents). A further 14.46% (24/166) estimated a spend of NZ\$100 - \$199 while 10.84%

(18/166) spent between NZ\$300 – NZ\$ 500. A small proportion (10.24%, 17/166) spent less than NZ\$20.

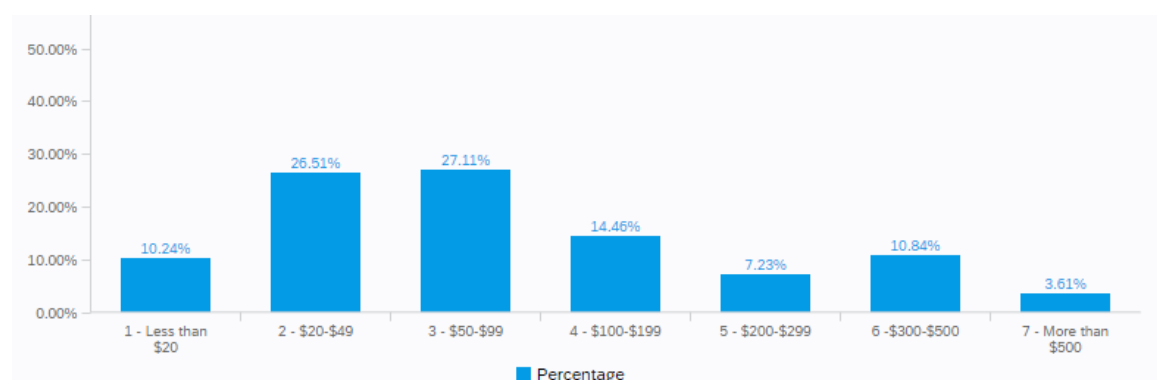


Figure 24 - Approximately how much did you spend on this trip to Akaroa per person?

2.4.4 Event facilities and sites

When asked to assess a ranger of event facilities and sites, the majority of participants perceived the toilet facilities as good (42.35%, 72/170) or very good (22.94%, 39/170) (Figure 25). For 30.59% (52/170) of respondents the facilities have been neither good nor poor and only 4.12% perceived the facilities as poor (7/170). None of the respondents perceived the toilet facilities as very poor. These numbers indicate that **overall visitors were satisfied with the toilet facilities.**

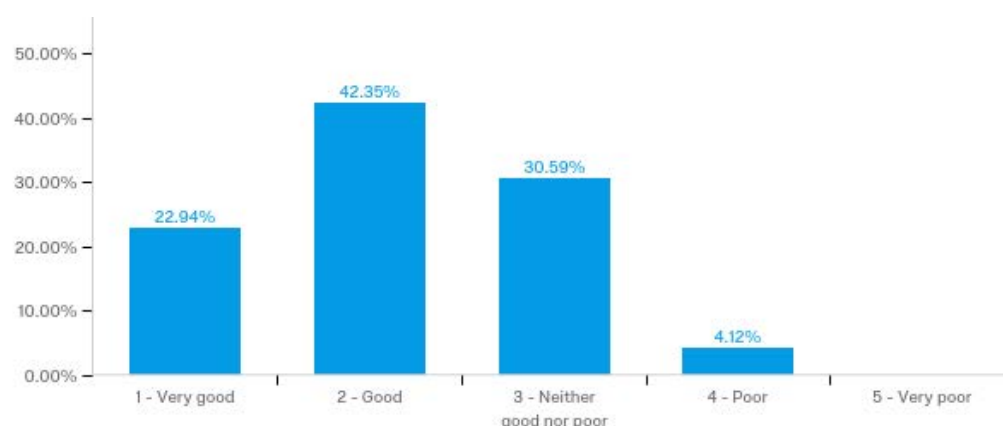


Figure 25 - How would you rate the following event facilities and/or sites? - Toilet Facilities

Figure 26 shows that the majority of participants perceived the directional signage around the event to be good (50%, 85/170) or very good (20.59%, 35/170). For 25.88% (44/170) the signage was neither good nor poor, while 3.53% (6/170) perceived the signage as poor. These numbers indicates that overall **visitors have been satisfied with the directional signage around the event.**

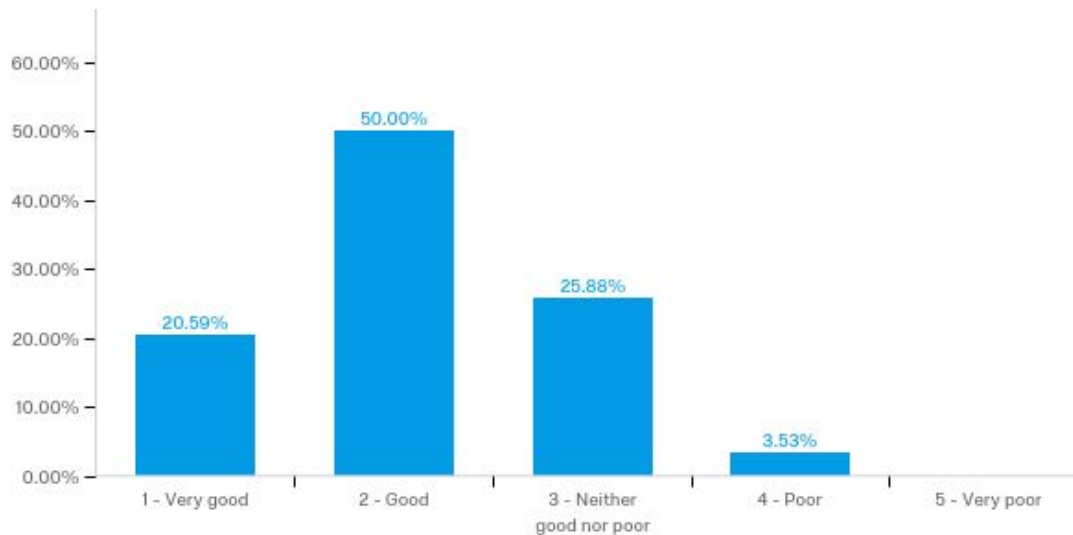


Figure 26 - How would you rate the following event facilities and/or sites?
- Directional signage around the event

The majority of participants perceived the provision of shade and shelter at the event as good (45.29%, 77/170) or very good (14.12%, 24/170) (Figure 27). For 30.59% (52/170) the provision of shade and shelter was neither good nor poor, while 10% of respondents (17/170) perceived it as poor. No respondent perceived the provision of shade and shelter as very poor. These numbers indicate that **overall visitors have been satisfied with the shade, however, there appears to be room for improvement to achieve a higher rate of satisfaction.**

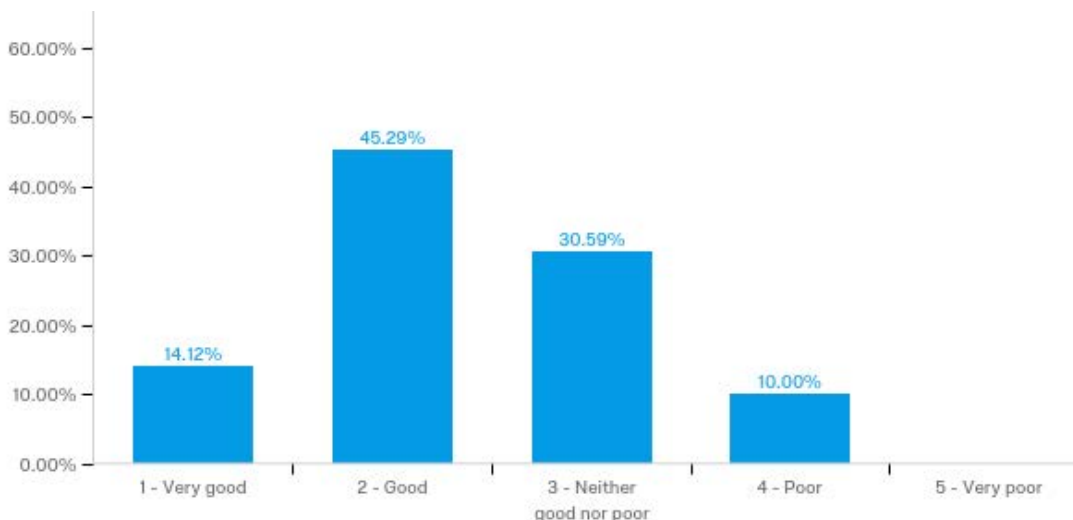


Figure 27 - How would you rate the following event facilities and/or sites?
- Provision of shade/ shelter

Figure 28 shows that the majority of participants perceived the provision of seating at the festival as good (36.47%, 62/170 respondents) or very good (16.47%, 28/170). For 32.35% of respondents (55/170) the provision of seating was neither good nor poor. These numbers indicates that **although overall visitors have been satisfied with the seating, there is room for improvement to achieve a higher rate of very satisfied visitors** and to decrease the proportion of visitors who perceived the seating as poor (12.94%, 22/170) or very poor (1.76%, 3/170).

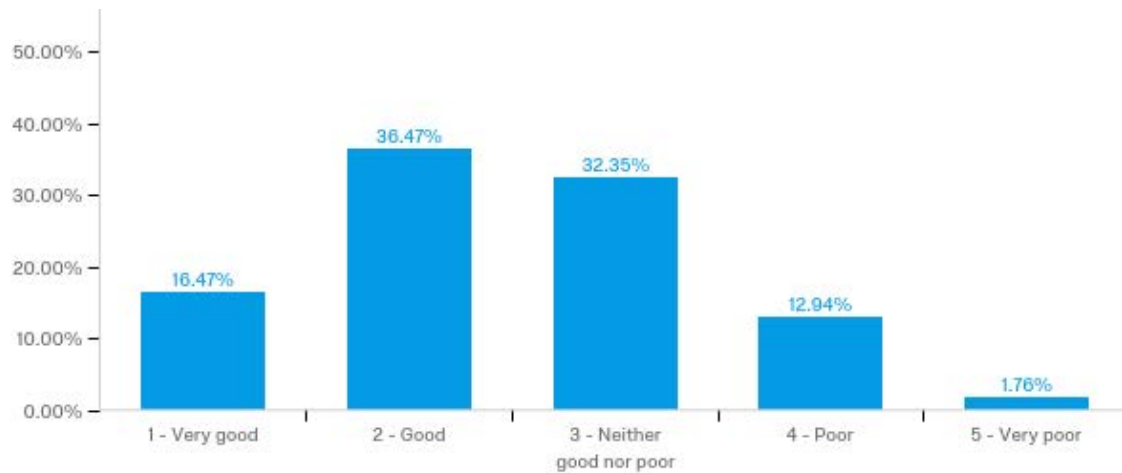


Figure 28 - How would you rate the following event facilities and/or sites?
- Provision of seating

The majority of participants perceived the provision of parking at the festival as neither good nor poor (41.18%, 70/170 respondents) or good (38.24%, 65/170) (Figure 29). Only 16.47% (28 /170) of respondents perceived the parking provision as very good, however very few respondents perceived parking as poor (3.53%, 6/170) and only one respondent rated it very poor. These numbers indicates that **overall visitors perceived the provision of parking as adeqiate and there appears to be room for improvement to achieve a higher rate of satisfaction.**

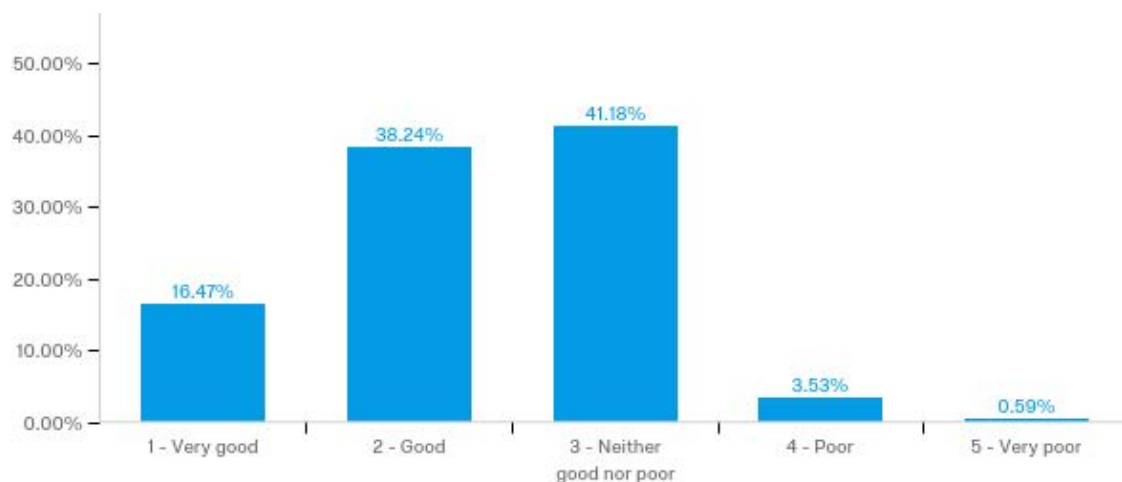


Figure 29 - How would you rate the following event facilities and/or sites?
– Parking

Figure 30 shows that the majority of participants perceived the cleanliness at the festival as good (54.71%, 93/170) or very good (37.06%, 63/170). Only 8.24% of respondents (14/170) perceived the cleanliness as neither good nor poor and no respondents perceived it as poor. This indicates that **overall visitors were satisfied by the level of cleanliness at the festival.**

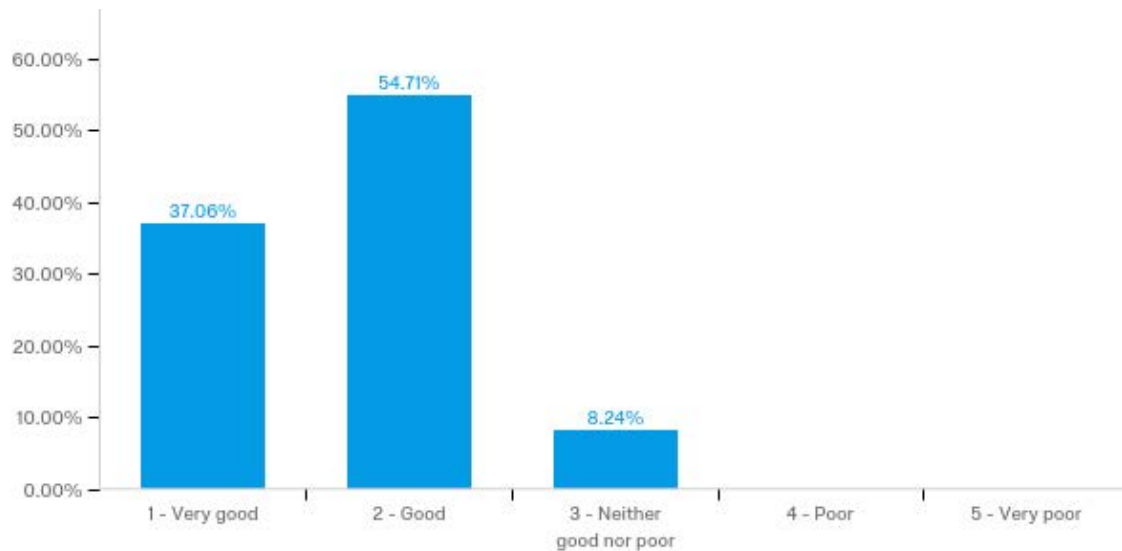


Figure 30 - How would you rate the following event facilities and/or sites? – Cleanliness

The majority of participants perceived the safety at the festival as good (47.65%, 81/170) or very good (42.35%, 72/170; Figure 31). Only 10% of respondents (17/170) perceived the safety as neither good nor poor and none felt it was poor. **Overall, visitors weren't satisfied with safety at the festival.**

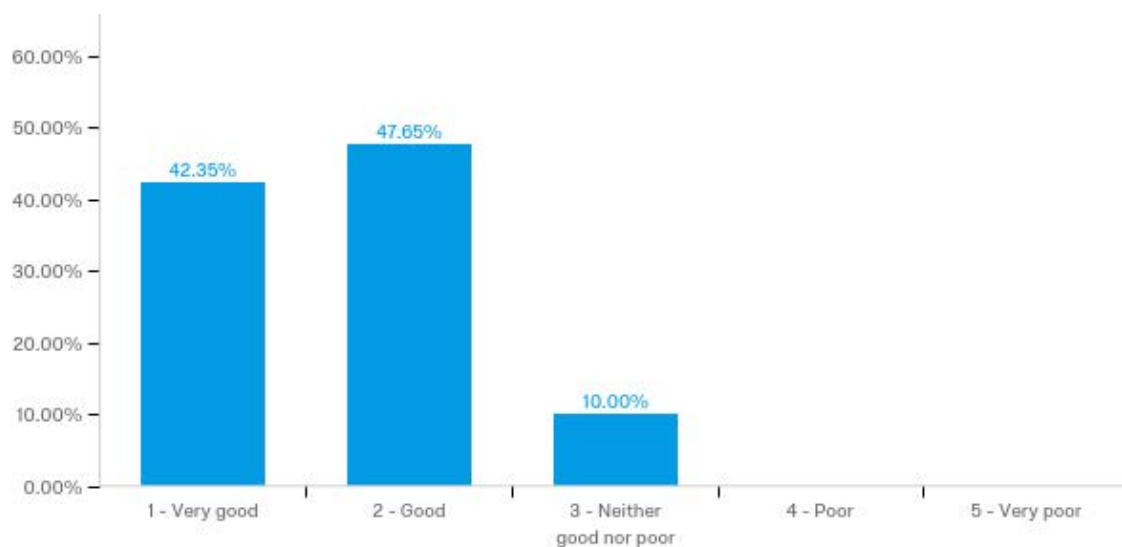


Figure 31 - How would you rate the following event facilities and/or sites? – Safety

The majority of participants perceived the crowd control at the festival as good (45.88%, 78/170) or very good (37.06%, 63/170). Crowd control was viewed neutrally by 17.06% of respondents (29/170) and no respondent felt it was poor (Figure 32). **Overall visitors were satisfied with crowd control.**

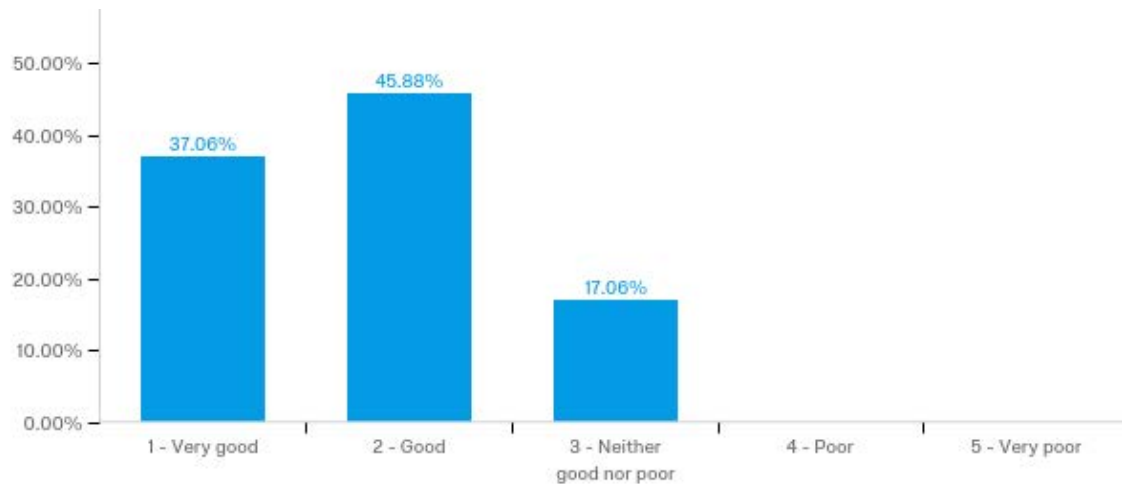


Figure 32 - How would you rate the following event facilities and/or sites? - Crowd control

Figure 33 shows that the majority of participants felt the site layout at the festival as good (47.06%, 80/170) or very good (34.71%, 59/170). Site layout was view neutrally by 14.12% (24/170) and poor or very poor by 4.12% (7/170). This indicates that **overall visitors were satisfied with the site layout.**

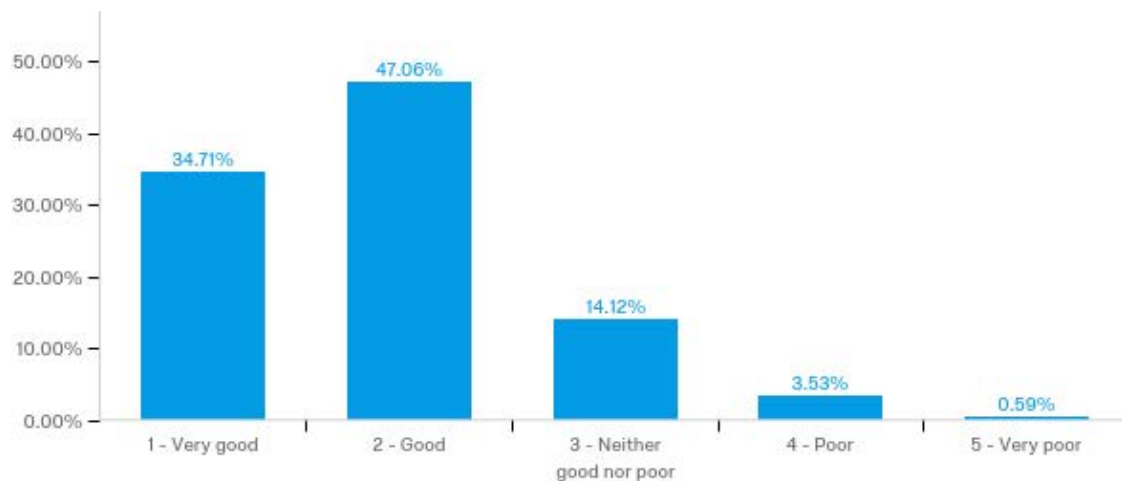


Figure 33 - How would you rate the following event facilities and/or sites? - Site Layout

Figure 34 shows that the majority of participants perceived the range of market stalls at the festival as good (42.35%, 72/170) or very good (28.82%, 49/170), however a fifth were neutral about the range of stalls (19.41 % 33/170) and 9.41% (16/170) rated them poor or very poor. **So while overall the majority of visitors were satisfied with the range of stalls, there is room for improvement.**

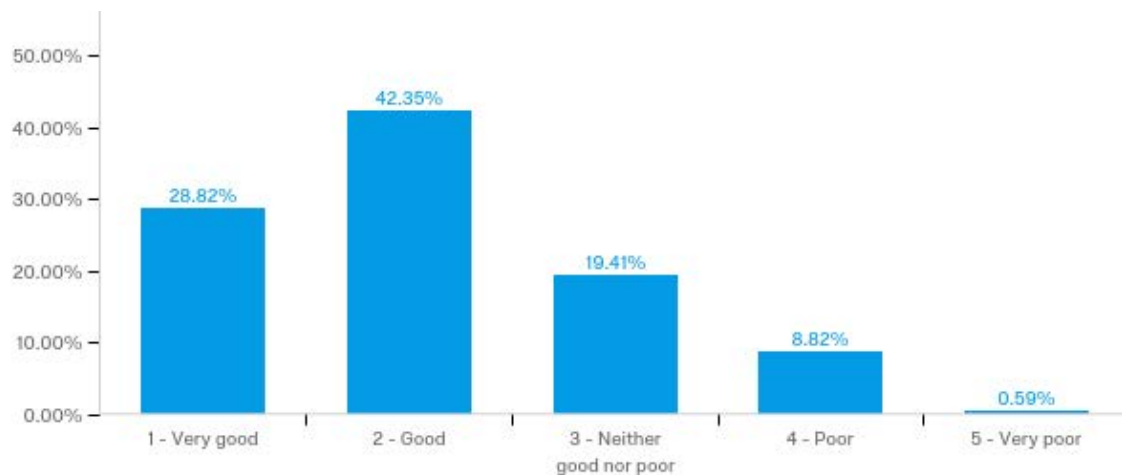


Figure 34 - How would you rate the following event facilities and/or sites?
- Range of market stalls

The majority of respondents felt the quality of market stalls at the festival as good (45.29%, 77/170 respondents) or as very good (30%, 51/170), however again 20% of respondents (34/170) were neutral about the stall quality, and 4.71% (8/170) felt the stall quality was poor or very poor. **As with the range of market stalls, while visitors are generally satisfied with the quality of the stalls, there is room for improvement.**

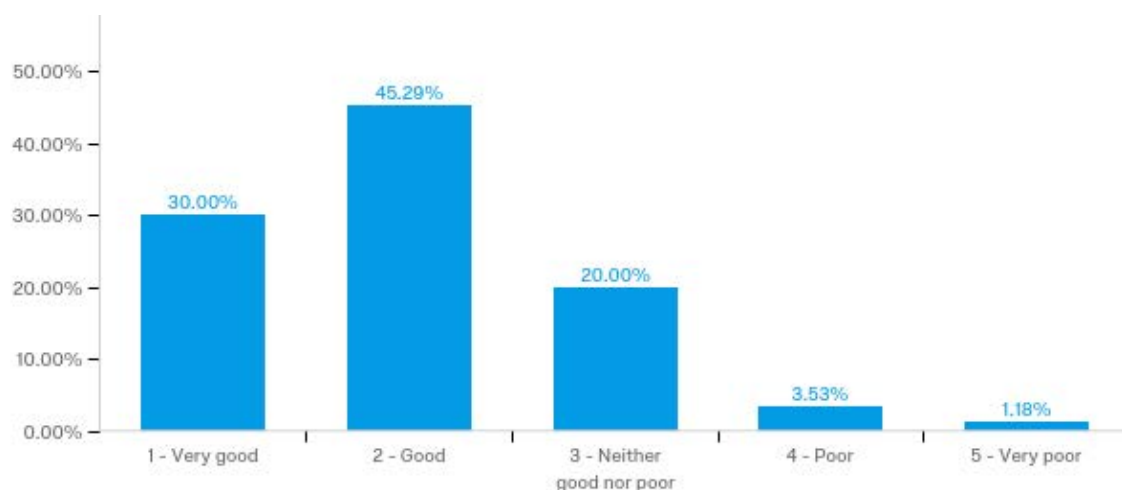


Figure 35 - How would you rate the quality of market stalls?

A word cloud of the 10 most frequently mentioned words when participants were asked what suggestions they have to improve the facilities or sites of the festival (Figure 36). While many of the 167 respondents commented that they have no suggestions for improvements and are happy with the way the festival is arranged, some respondents wished for more of the same, i.e. an extended market day or more seating areas.



Figure 36 - What suggestions do you have for improvements to event facilities and/or sites?

Perhaps the strongest theme among respondents was the wish to see a **bigger emphasis on 'Frenchness' via the foods on offer** (e.g., offering 'crepes' instead of pancakes) and overall **more French themed stalls** (further details in section 2.4.5). Some also wished for the food stalls to be grouped together in one area rather than spread out.

A few respondents noted that if the weather had been either sunnier or rainier the shelter provided would have become insufficient. There were also some issues with satisfaction around the Cabaret, from respondents noticing a bad smell in the tent, to issues with the layout of tables and the overall decoration of the tent impacting the view.

Some mentioned discontent with the festival programme, wishing for Friday events to be more widely promoted and a clearer overview of the multi-day programme, and clearer instructions on where activities were taking place. A few also wished for increased marketing activities in general.

2.4.5 Food and beverage provision

A particular focus of the survey was visitors' experiences with food and beverages, and the service of these, which is widely recognised as an important element of visitor satisfaction at festivals. Figure 37 shows that the majority of participants perceived the staff service at the festival as good (47.31%, 79/167) or very good (32.93 %, 55/167) although 19.16% (32/167) were neutral about the quality of service. Only one person (0.60%) perceived service as poor. **Overall visitors were satisfied with staff service.**

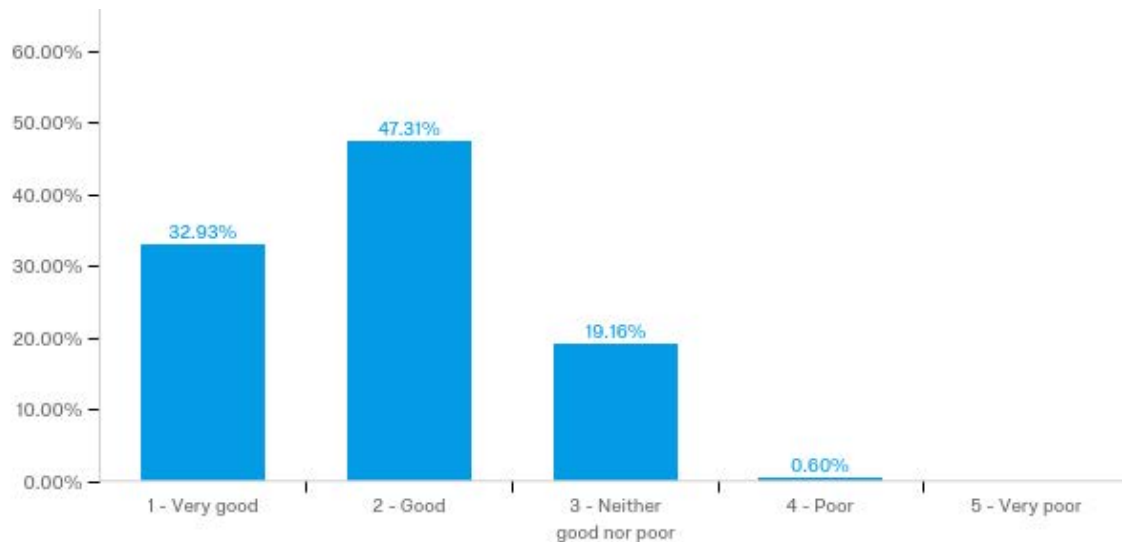


Figure 37 - How would rate the following elements of food and beverage provision?
– Staff service

The majority of participants perceived the quality of food and drink at the festival as good (53.89%, 90/167) or very good (25.15 %, 42/167; Figure 38), but again a fifth were neutral about food and beverage quality (9.76 %, 33/167). Only two respondents (1.20%) rated food and drink quality as poor. This indicates that **overall visitors perceived the quality of food and drink as satisfying.**

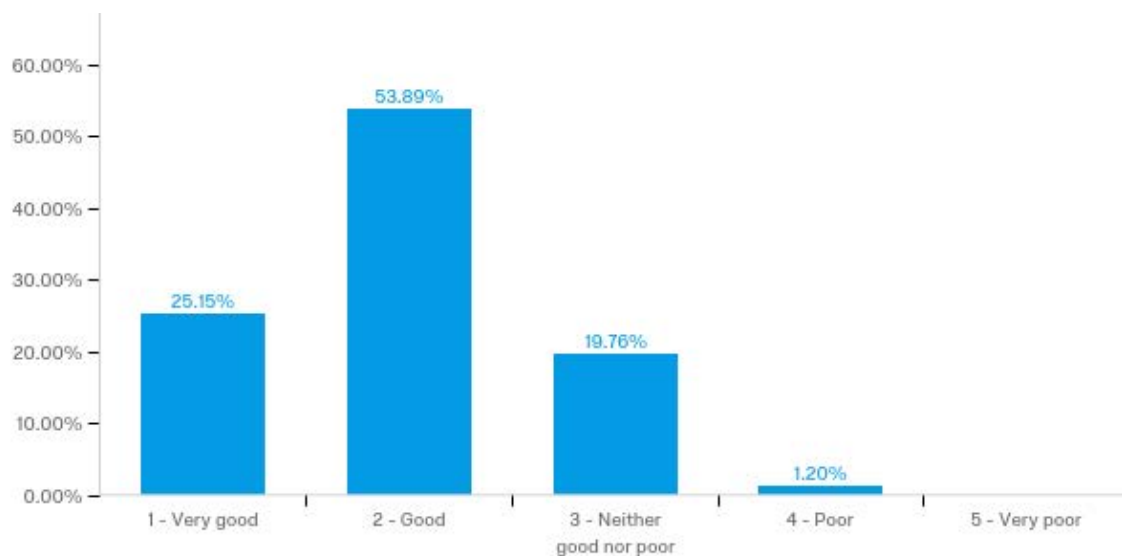


Figure 38 - How would rate the following elements of food and beverage provision?
- Quality of food and drink

On the question of the variety of food and drink at the festival, the majority rated this as good (43.11%, 72/167) or very good (19.76%, 33/167), however it is somewhat concerning that 28.74% of respondents (48/167) were neutral about the variety, and 6.5 % (11/167) rated it as poor and 1.80% (3/167) as very poor (Figure 39). So while **the majority of visitors are satisfied with the food and drink variety, there is also room to improve this element of the festival experience.**

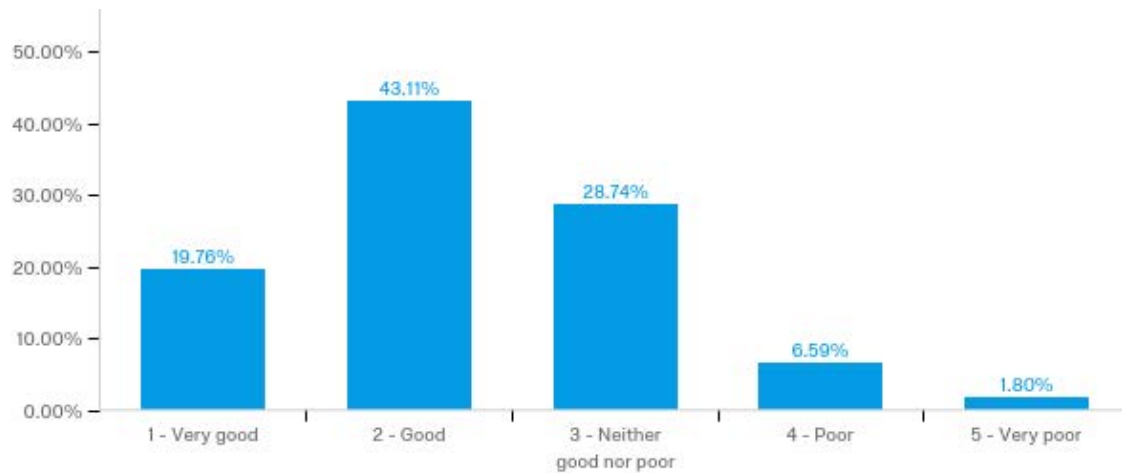


Figure 39 - How would rate the following elements of food and beverage provision? - Variety of food and drink

Figure 40 shows that the majority of participants perceived the length of queues at the festival as good (41.32%, 69/167) or as very good (19.16%, 32/167). Still 35.33% (59/167) perceived the queues as neither good nor poor, while 2.40% (4/167) perceived it as poor and 1.80% (3/167) even as very poor. This indicates that **overall visitors were accepting of the queues, however, there also appears to be some room for improvement to convert neutral responses to positive ones.**

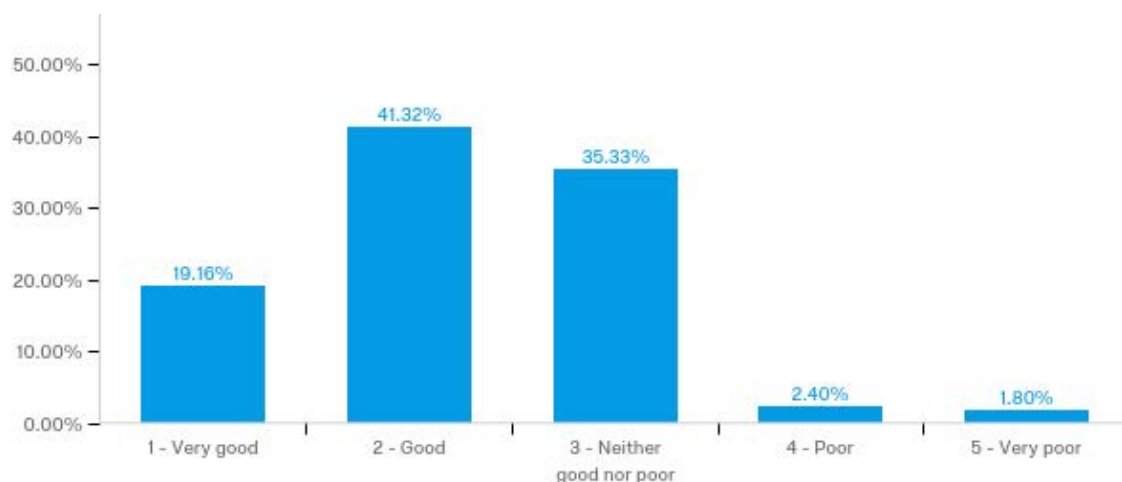


Figure 40 - Length of queues of food and beverage provision

Figure 41 shows that the majority of participants perceived the range of local foods at the festival as good (48.50%, 81/167 respondents) or as very good (14.37%, 24/167). Still 23.95% (40/167) perceived the range of local food range neither good nor poor and 10.78% (18/167) rated it as poor while 2.40% (4/167) felt it was very poor. Therefore it can be said that **visitors were generally satisfied with the range of local foods, but there is a relatively large proportion who were not pleased with this range; a situation that could be improved.**

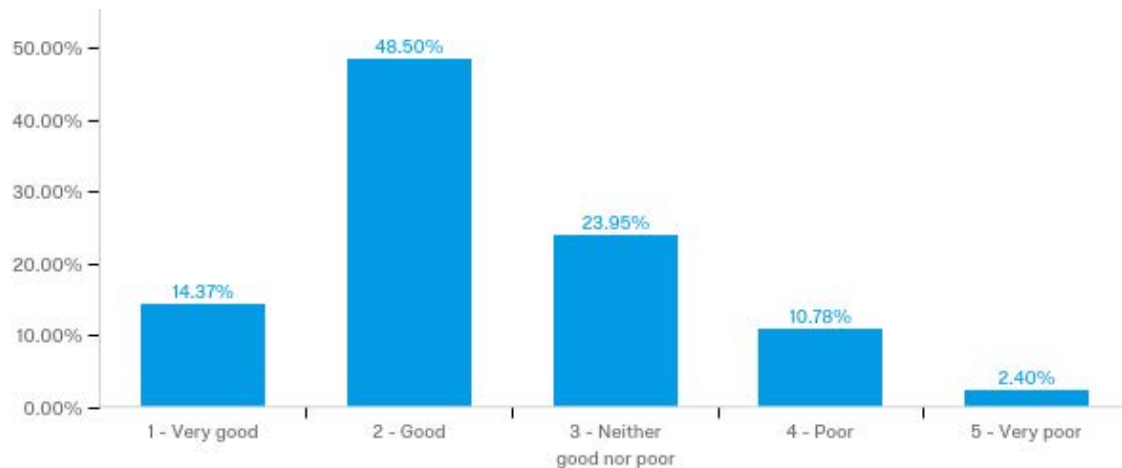


Figure 41 - Range of local foods

The word cloud below shows the 10 most prominent answers by participants when asked what suggestions for improvements they have around the food and beverage element of the event (Figure 42). This word cloud displays key words, so words such as: 'none', 'great', 'good', 'better', 'nil' have been removed.

Many of the 167 respondents who answered this question had no suggestions or stated they were happy with the current offer, however, a relatively high number of respondents wished **for a larger variety of available foods, in particular French and local foods and beverages**. With regards to French food, respondents often mentioned French baked goods, but also escargots or cheeses. Further common suggestions included lower priced food options, a larger variety of alcohol-free beverages, and more vegan and vegetarian options. Some people mentioned the queues and suggested more coffee stands and seating areas.



Figure 42 - What suggestions do you have for improvements to event food and beverages?

Figure 43 shows a word cloud of the 10 most prominent answers by participants when asked what suggestions for improvements they have overall for the festival. The word cloud was adjusted by taking out the words: 'none', 'better', 'good' to display a more informative visual.

As was the case in Figure 42, many of the 167 respondents did not have any suggestions or stated they were happy with the current offer, but there was repetition of the suggestions outlined earlier, around increasing Frenchness', more variety in food, and more seating.

Other frequent suggestions included **extending the programme on Friday and Sunday as well as offering a wider range of particularly French themed activities** (i.e. French cooking class or wine tastings display of French national costumes). Many suggested more **outdoor entertainment** (activities outside the main tent). Some respondents suggested live music in the evenings as well as stalls located throughout the town, not just in one location. Several respondents suggested a **larger variety of activities for children** (i.e. face painting). A few respondents suggested extending the festival beyond the boundaries of the town with specifically themed tours or stations in front of historic buildings, which could provide information about former French settlers. **Overall most of the suggestions were for more events and activities, to be spread spatially (i.e. in a range of locations) and temporally (over the full weekend).**



Figure 43 - What other suggestions do you have for improvements to FrenchFest overall?

2.4.6 Overall satisfaction

Figure 44 shows that most participants were overall either satisfied (47.06%, 80/170) or very satisfied (35.88%, 61/170) with the festival. A relatively small proportion (10.59%, 18/170) were neutral and only 4.71% (8/170) were dissatisfied or very dissatisfied (1.76%, 3/170) with the event. **With 82.9% at least 'satisfied', this suggests that overall visitors have enjoyed the festival.**

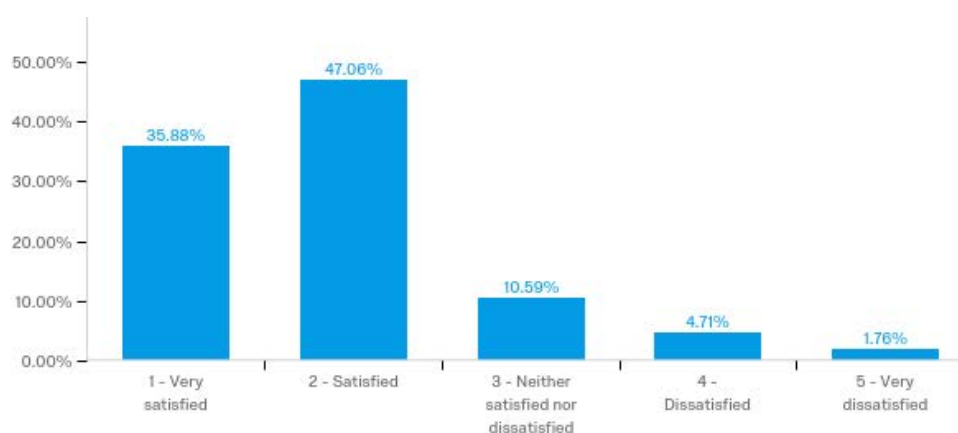


Figure 44 - How would you rate your satisfaction with FrenchFest?
- Overall satisfaction with the festival

2.4.7 Visitor satisfaction summary

It can be said that the majority of visitors are satisfied with most aspects of the festival. Visitors were particularly pleased with the quality of entertainment, the atmosphere at the event and the festival content. They were also happy with the organisation and delivery of the event, which they generally correctly identified as organised by a team of community volunteers.

Attendees were satisfied with the toilet facilities and overall cleanliness, staff service, food quality as well as the directional signage around the event. The safety, crowd management as well as the site layout were other areas of satisfaction. A similar situation presents itself around the satisfaction of value for money. Visitors commonly spent between NZ\$20 - NZ\$99 during their trip and perceive the prices for food and drink overall as good.

Although most visitors rated the provision of shade, shelter, seating, lengths of queues as well as parking at the festival as good, the proportion of visitors who are very satisfied with these elements could be increased, while also addressing the issues by dissatisfied attendees.

More complex are the findings around the range of market stalls which many respondents were pleased with, but there is still room for improvement. This also applies to the satisfaction with the variety of food and drink and range of local foods. The strongest theme among respondents was the wish to see a bigger emphasis on 'Frenchness' in particular via the foods and drinks on offer as well as through activities.

Overall however, it can be said that 82.9% of visitors have been satisfied with FrenchFest.

Chapter 3

Recommendations

Based on the previous findings this section presents recommendations for improvements of the FrenchFest.

Theme	Issue	Recommendation	Justification
Marketing	<ul style="list-style-type: none"> 56.5% of visitors make their decision a month or more prior to the event. Visitors would like to have the programme available earlier Participants stated programme not clear 	<ul style="list-style-type: none"> Start main phase of marketing campaign at least 8-6 weeks prior to the event Include a schedule with a clear indication of time and place of each event for all festival days Keep marketing going even on the day of the event for spontaneous visitors Focus campaign on social media as particularly Facebook has shown to be effective 	Based on marketing related findings and on suggestions by participants
Marketing	<ul style="list-style-type: none"> Rate of repeat visitors could be improved (currently at 33.5%) 	<ul style="list-style-type: none"> Design a multiyear marketing campaign that includes a collector's item only available at the festival, i.e. a t-shirt, a coin, the posters Discount on an event ticket for repeat visitors (i.e. need to present last years pass) 	<p>Studies have shown that repeat visitors at festivals stay longer and spend more</p> <p>This survey showed that if visitors return, they are likely to return for multiple years. New visitors might just require a bit of extra nudging</p>
Marketing/ Program	<ul style="list-style-type: none"> Only 27% attended with their children (under 16 years old). Participants suggested more child friendly activities 	<ul style="list-style-type: none"> Actively market child friendly activities Offer face painting (free or small charge) French themed dress up contest for children 	Based on suggestions by participants

		<ul style="list-style-type: none"> Inquire in planning phase through social media polls what kind of child friendly activities attendees would like to see 	
Programme	<ul style="list-style-type: none"> Few visitors on Sundays Participants wish for more activities Participants which for program extension towards Sunday 	<ul style="list-style-type: none"> Extend program & activities to Sunday Offer French Themed activities i.e. a cooking class, wine tasting, French national costume competition Extend market to Sunday as well Increase outdoor/walking entertainment such as magicians, stilt walkers A French heritage tour A 'scavenger hunt' through different stations in Akaroa Include all activities in program with clear starting times & place 	Based on findings and suggestions by participants
Accessibility / Sustainability	<ul style="list-style-type: none"> 96 % travel either by car or campervan. Only 1.97% travel with a shuttle bus. This indicates that there is a lot of room to foster alternative travel modes outside private car for festival attendees to increase sustainability. Furthermore 45.3% of participants perceived Visitors the parking as less than 'good' 	<ul style="list-style-type: none"> Arrange a shuttle bus between Christchurch and Akaroa for each day that arrives in Akaroa when main activity starts and leaves when main program finishes Include shuttle bus in marketing -> highlight advantages i.e. can have champagne etc. Communicate through social media about shuttle Signs at entrance of Akaroa indicating several parking spots, have parking referrers 	<p>Using public transport instead of private cars reduces congestion, saves parking space in town.</p> <p>It is safer, the risk of being killed/injured as a passenger is 7 times lower in a bus.</p> <p>Public transport uses fuel more efficiently than private transport, which reduces air pollution/emissions (Ministry of Environment, 2018).</p>
Site Set-up	<ul style="list-style-type: none"> 40% of visitors perceived the provision of shade and shelter as less than 'good' 	<ul style="list-style-type: none"> Improve shade and shelter by installing more sun-sails and tents 	Based on recommendations by participants

Site set-up	<ul style="list-style-type: none"> Layout of Cabaret venue perceived as unsatisfying in comments 	<ul style="list-style-type: none"> Change lay out of tables: Round tables, make sure no poles hinder view Offer French themed food with table service, tablecloths etc. - Air out the tent to get rid of bad smell 	Based on recommendation by participants
Food & Beverages	<ul style="list-style-type: none"> 39.5% of participants perceived the lengths of queues as less than 'good' 	<ul style="list-style-type: none"> Include more coffee stalls - More stalls offering the same product to avoid queues forming 	Based on recommendations by participants
Food & Beverages	<ul style="list-style-type: none"> 37.1% perceived the range of local food as less than 'good' 28.8% perceived the range of market stalls as less than good Participants wished for more 'Frenchness' 	<ul style="list-style-type: none"> Introduce more French cuisine made with local products Offer typical French products such as Escargots, French Wine and French Cheese on the market Advertise that local products are used Encourage local producers to present their product under a clear 'French' theme Offer variety of French-themed alcohol-free beverages Offer French-themed vegan and vegetarian options 	Based on recommendations by participants

Chapter 4

Conclusion

In conclusion it can be said that the 2019 FrenchFest has been another successful celebration. Across the investigated aspects of marketing efforts, visitor retention, and visitor satisfaction, respondents were pleased with the event. However, the survey analysis also identified a few areas of improvement, with a particular theme being the wish to see an even greater emphasis on 'Frenchness' in particular via the foods and drinks on offer as well as through activities. Building from the findings, recommendations in the areas of marketing, program, accessibility, site-set-up as well as food and beverage provision can make a contribution to further improve the visitor experience in future years.

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Appendices

Appendix I – Is this the first time you have attended FrenchFest?

The majority of respondents are attending the FrenchFest for the first time (66.48 % 119/179 respondents), with only 33.52% (60 /179) having attended the festival before. **This indicates that the rate of repeat visitors could be improved.**

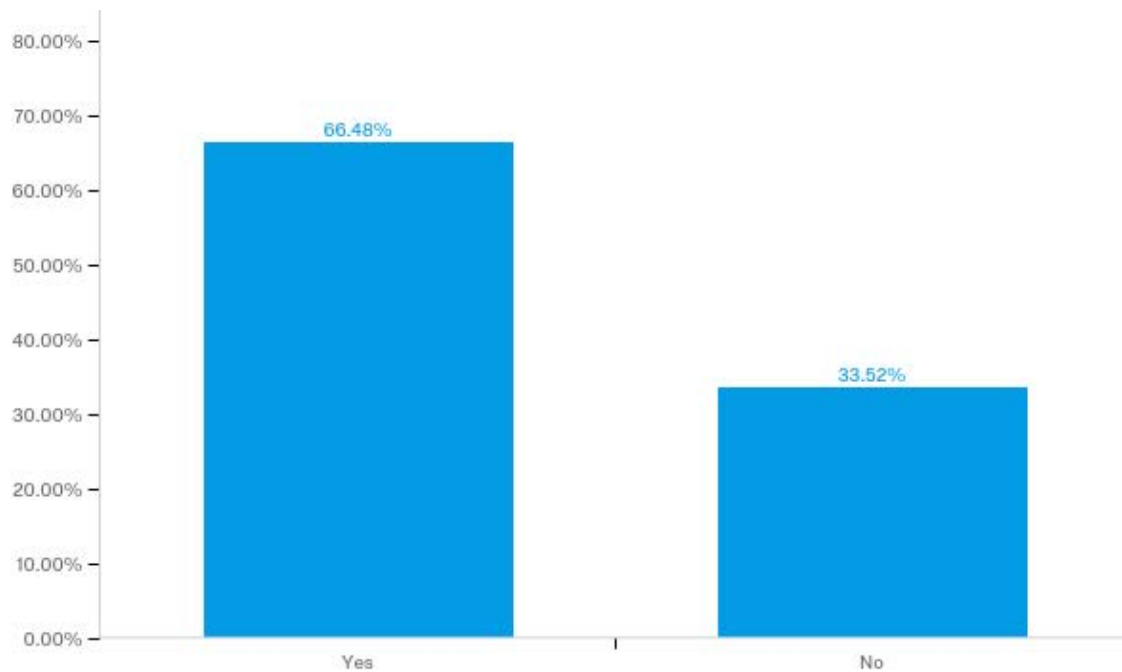


Figure 45 - Is this the first time you have attended the Akaroa FrenchFest?

Appendix II – How many times have you attended the FrenchFest?

The word cloud shows the ten most frequently given answers when asked how many times a participant has attended the FrenchFest before. It appears that most participants, who had been to the festival before, had the FrenchFest between 2-4 times.



Figure 46 - How many times have you attended the FrenchFest?

Appendix III – How many times have you attended the FrenchFest

Figure 47 builds on the finding presented in figure 3 and shows the distribution of repeat attendance. The average has been found to be 3.38 times, indicating that **visitors likely return multiple time once they have been to a FrenchFest in previous years.**

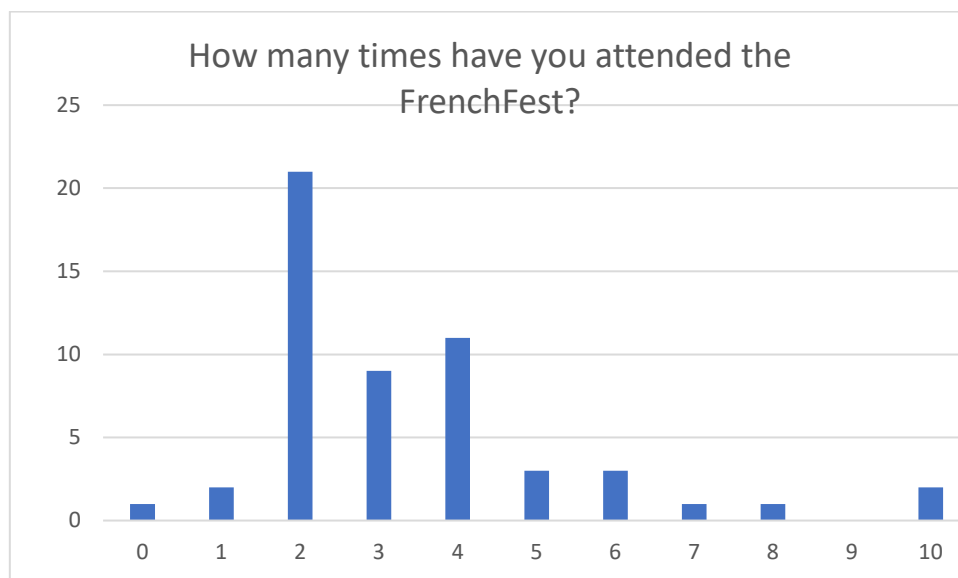


Figure 47 - How many times have you attended the FrenchFest?

Appendix IV – Where are you from (Overseas visitor)?

Figure 48 displays a word cloud of home countries of the 14 overseas respondents who provided an answer. Three came from Singapore and two respondents each from China, Malaysia, Australia and France. One respondent each came from Luxemburg, the US and Argentina. It has to be noted that due to the small number of respondents no clear international trend can be detected.



Figure 48 - Where are you from (Overseas visitor)?

Appendix V – What other ways did you hear about FrenchFest?

Figure 49 illustrates the 10 most frequent terms when participants were asked through which other ways they heard about FrenchFest. It shows that **the physical posters have been noted significantly by participants and that word of mouth through friends but also the local mail distribution is of significance.**



Figure 49 - What other ways did you hear about FrenchFest?